

## **Interact for Health Position Description**

### **Director of Communications**

The Director of Communications drives thought leadership of the communications elements of Interact for Health's internal and external strategic objectives. Specifically, the Director of Communications ensures that Interact for Health's mission is consistently communicated throughout the organization and in the community. The individual is responsible for the planning, development, implementation, and management of all external communications and works closely and collaboratively with external support, other Interact for Health associates and community partners to assess needs and develop and implement strategic communication plans relevant to Interact for Health.

**Reports to:** President and CEO

**Supervises:** Consultants and fellows as needed.

### **Responsibilities:**

#### ***Organizational leadership***

- Exemplify Interact for Health values and reinforce [values](#) in others
- Manage Communications department budget and communications consulting support
- Participate in regular Strategy/Policy and Operations team meetings and contribute to discussions and decision making to improve organizational effectiveness in service of our mission
- Commitment to diversity and inclusion within all aspects of the work

#### ***Communications and Strategic Leadership***

- Work with the President & CEO, senior management, and the Board of Directors to develop, execute and evaluate the organization's communications strategic plans, and associated budget to advance the organization's mission; broaden awareness of the organization's priorities; and increase the visibility of the organization's programs across key stakeholder audiences
- Manage Interact for Health's social media channels and communication to optimize reach and impact of Interact for Health's strategic objectives
- Lead timely, quality production of graphics, photography, writing and other creative work associated with publications and other related communication tools
- Disseminate publications using multiple platforms in ways that maximize the diffusion and use of learning from the work of Interact for Health, its grantees, and collaborators
- Maintain or supervise the maintenance of Interact for Health website.
- Maintain brand guidelines and stylebook for Interact for Health communications
- Develop and execute comprehensive communications campaigns in support of Interact for Health's health promotion goals and respond to emerging health needs
- Serve, in partnership with the President and CEO, as an ambassador for the organization and build and maintain relationships with community leaders, policymakers, community partners and media
- Work with leadership team and staff to continuously improve internal & external communications

- Manage media relationships to ensure coverage surrounding the organization's programs, special events, public announcements, and other projects
- Develop and release press releases, articles, and other public communications
- Ensure daily news articles related to Interact for Health and our strategic priorities are circulated
- Serve as a spokesperson for the organization and for the President and CEO, when appropriate
- Attend board meetings as needed
- Other duties as assigned by the President and CEO

**Minimum Requirements:**

- Bachelor's degree, preferably in communications, public relations, journalism, or a related field
- At least 5 years of experience in communications related work; experience in health, social services, or philanthropy strongly preferred
- Proven ability to communicate complex information clearly; excellent written and oral communication skills
- Solid project management skills to effectively manage multiple projects and priorities simultaneously and achieve desired outcomes
- Digital and social media savvy
- Ability to develop and nurture strong relationships with media partners
- Strong interpersonal skills with the ability to connect with all levels of management, staff and the community through diplomacy and tact and to relate complex processes to varying audiences
- Professional maturity, keen judgement, enthusiasm and strong people skills
- Excellent computer skills (MSOffice suite; knowledge of media driven programs a plus)
- Strong presentation and facilitation skills
- Able to handle issues and manage crisis
- Able to think critically, creatively, and strategically to develop practical and scalable solutions
- Excellent team membership and customer service skills

**Preferred Skills and Expertise:**

- Knowledge of professional publishing standards and methods
- Proficiency in Adobe® InDesign®
- Knowledge (proficiency preferred) of Adobe® Acrobat®, Illustrator®, and Photoshop®
- Knowledge of photography and videography and video editing (Final Cut Pro)
- Proficiency in Associated Press style.
- Knowledge of layout, design, and creative skills

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