



## POSITION DESCRIPTION

<b>Classification Title:</b>	Communications and Community Relations Director		
<b>Employment Status:</b>	Full-Time	<b>Reports To:</b>	Executive Director
<b>FLSA Status:</b>	Exempt	<b>Supervises:</b>	None
<b>Exemption Type:</b>	Administrative		
<b>Civil Service Status:</b>	Unclassified 124.11 [A] 18		

### POSITION SUMMARY

The Communications and Community Relations Director develops positive community relations through education and marketing the Board's network of services, and designs messaging and methods to help constituents connect to services and/or opportunities. This includes managing public relations activities on behalf of the Board as well as outreach and community communications.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

*To perform this job successfully, an individual must be able to satisfactorily perform each essential duty listed below. Reasonable accommodations will be made for persons covered by the Americans with Disabilities Act, in accordance with its requirements.*

- Develops an overall marketing, public and community relations strategy and communications plan for MHARS aimed at achieving goals and objectives as identified in the strategic plan. Evaluates the impact of strategies and provides regular updates on progress related to these goals and objectives.
- Develops and produces audience-specific and topical messaging and information for MHARS initiatives.
- Develops and produces needed collateral/web-based materials to enhance marketing efforts including but not limited to the annual report to the community; a provider directory; e-blasts, newsletters.
- Manages direction and content for all Board-related websites and social media outlets.
- Coordinates all communication activities for MHARS including media relations, legislative updates, sponsorships, events and community activities.
- Coordinates presentations on behalf of MHARS as well as developing and promoting a robust speaker's bureau and speaking engagement schedule.
- Serves as Board support staff for the MHARS' Community Advisory Council and "Friends of MHARS."
- Participates on and leads all MHARS Board-led coalition communication efforts including regular communications between entities affiliated with MHARS-led Coalitions and in communities identified by the coalitions.
- Ensures the development and dissemination of information targets various demographic sectors with individualized messaging.
- Provides feedback to MHARS' staff regarding community engagement initiatives including analytics and qualitative data.
- Develops and integrates MHARS' resource material in print/electronic formats.
- Engages stakeholders, public partners, including individuals with lived-experience and family members in focus groups, surveys and other methods of data collection to inform the development of the strategic priorities of the Board.
- Coordinates all aspects of levy campaigns in partnership with the Executive Director and consultants.



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- Assists in the development of the departmental budget and manages the budget effectively within the constraints of the approved budget.
- Other duties as needed or assigned.

### **BEHAVIORS & CHARACTERISTICS**

- **Innovative Thinking** - Must be able to prioritize, think through and address issues that may impact ability to successfully deliver to all stakeholders.
- **Professionalism and Composure** – Able to project a professional, composed demeanor in all situations especially during stressful times, in a way that builds harmony and promotes relationships among all team members and stakeholders.
- **Interpersonal and communication skills** - Able to communicate effectively with a wide variety of people, including clients, employees, external providers and the public with an emphasis on rapport-building, listening, and questioning skills. Expresses ideas and opinions effectively and diplomatically.
- **Flexibility** - Available to assist and troubleshoot issues for stakeholders and others needing assistance, sometimes when working past normal operating hours. Remains composed when interruptions or delays in requested responses occur. Ability to adapt to new and changing information and environments.
- **Team player** - Able to handle multiple tasks and work collaboratively with others to identify problems, resolve issues, and develop solutions.
- **Accountable** - Accepts personal responsibility for all areas of the position: keeps commitments and meets deadlines. Does not make excuses for work errors or problems, and can keep confidences and protect sensitive information. Able to manage multiple assignments well, prioritize and execute tasks under pressure.
- **Compliance** – Maintains compliance with all internal and external policies, procedures and regulations that affect MHARS including confidentiality of personal health and other information, recognizing that most information is subject to public records request.

### **PHYSICAL DEMANDS**

While performing the duties of this job, the employee frequently sits for extended periods of time, and occasionally stands and walks. The employee regularly exhibits digital dexterity when entering data into computer. Vision demands include close, relatively detailed vision when focusing on a computer screen. Employee converses verbally with others in person and by telephone. The employee reaches with hands or arms, stoops, kneels, crouches or crawls when setting up and moving agency booths. The employee occasionally lifts varying weights of up to twenty-five (25) pounds when moving files, boxes, equipment and supplies and up to fifty (50) pounds when transporting and setting up display booth. Some travel is required.

### **EQUIPMENT OPERATED**

Automobile, digital camera, computer, telephone, fax machine, copier and other general office equipment.

### **WORKING CONDITIONS**

The employee is exposed to normal office working conditions of moderate noise levels. Employee is occasionally exposed to wet, humid or other outdoor weather conditions when setting up display booths. While traveling, employee is exposed to travel conditions and typical road hazards. The employee works a flexible schedule including evening and weekend hours as needed.



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### KNOWLEDGE, SKILLS & ABILITIES

**Knowledge of:** public and community relations; marketing strategies; journalism; use of social media and proper research methods in gathering data. Proficient in use of MS Office software, desktop publishing and other media programs and applications, printing and production planning, levy campaigns (preferred); public mental health and substance use disorder system, and budget administration.

**Ability to:** maintain and promote good public relations, handle sensitive inquiries, maintain confidentiality of nonpublic or sensitive information; define problems, collect data, establish facts and draw valid conclusions; handle sensitive inquiries from contacts with officials, media and public; write and/or edit articles for publication; prepare and develop talking points before specialized audiences and public.

**Skills in:** verbal and written communication; writing, editing and proofreading; maintaining good public relations; intermediate application of MS Office, including Word, Outlook, Excel and PowerPoint and expert knowledge of graphic, desktop and online publishing including web-based content management systems, Adobe Creative Suite, etc.; planning, scheduling and organizing work; computer publication design; marketing techniques; writing and delivering speeches; general typing. Experience in organizing levy campaigns is preferred.

### QUALIFICATIONS

Bachelor's Degree (Master's Degree preferred) in Marketing, Communication, Journalism, Public Relations or a closely related field with 3 to 5 years progressively responsible public relations, marketing and/or communications experience.

### LICENSURE OR CERTIFICATION REQUIREMENTS

State Motor Vehicle Operator's License or demonstrable ability to gain access to worksite.

*This job description in no manner states or implies that these are the only duties and responsibilities to be performed by the employee filling the position, who will be required to follow instructions and perform any duties required by the employee's supervisor or designee.*

### EMPLOYEE UNDERSTANDING & AGREEMENT

*I UNDERSTAND AND WILL EFFECTIVELY PERFORM THE DUTIES AND REQUIREMENTS SPECIFIED IN THIS POSITION DESCRIPTION.*

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**Employee Signature**

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**Date**

**Management Approval:**

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**Executive Director Signature**

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**Date**