



Director of Communications Job Description

Position

Reporting to the Executive Director and serving as an integral member of the senior management team, the Director of Communications will contribute to the development of Teen Health Mississippi's communications strategy for marketing, training, and policy purposes. In addition to strategic components, the Director will be in charge of developing and implementing more sophisticated communications policies and procedures. The Director will be responsible for promoting, enhancing, and protecting the organization's brand reputation as well as a broad range of public relations activities relative to the strategic direction and positioning of the organization and its reproductive health and rights position.

Responsibilities

Strategy, Vision, and Leadership

- Maintain continuous lines of communication, keeping the Executive Director informed of all critical issues.
- Work closely with the Director of Operations to help develop and implement an integrated strategic communications plan annually to advance Teen Health Mississippi's brand identity; broaden awareness of its activities and priorities; and increase the understanding of and support for trainings, programs, and policy positions across key stakeholder audiences, including the development of key internal and external messaging.
- Create marketing/public relations strategy that will allow Teen Health Mississippi leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Serve as communications thought partner to Teen Health Mississippi's staff, including the Executive Director.

Team Development/Leadership

- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Ensure staff members receive timely and appropriate training and development on Teen Health Mississippi's communications strategies

Communications Operations

- Oversee development of all Teen Health Mississippi print communications including the annual report, marketing materials and electronic communications including Teen Health Mississippi's website and new media; manage technology associated with communications.
- Serve as organization copywriter and/or editor on internal and external documentation.
- Coordinate media interactions for the Executive Director and other staff.
- Monitor staff external communications to maintain consistency in messaging.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding Teen Health Mississippi trainings, publications, programs, public announcements, and other projects.
- Create and disseminate fundraising and organizational communications and supporting materials for programs, trainings, and policy work.
- Supervise social media interns to ensure quality of social media content.
- Work closely with ME Project Coordinator to ensure goals and metrics regarding social media content are met.
- Develop annual communication plan for each THMS program area.
- Perform other duties as assigned.

Qualifications

Required

- Bachelor's degree in business, communications, writing, marketing, or related field.
- Demonstrated skill and comfort in proactively building relationships with media and other stakeholders and in successfully positioning subject matter with the media to achieve high-impact placements.
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media.
- Demonstrated experience and leadership in managing comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals.
- Experience and proven success with budget and operations management.

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- Creative and thoughtful on how new media technologies can be utilized.
- Experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Excellent judgment and creative problem solving skills.
- Self-reliant, good problem solver, results oriented.
- Ability to make decisions in a changing environment and anticipate future needs.
- Excellent and persuasive communicator.
- Energetic, flexible, collaborative and proactive.
- Exceptional written, oral, interpersonal and presentation skills.
- Ability to operate as an effective tactical as well as strategic thinker.
- Passion for Teen Health Mississippi's mission, shared core values, and support for Teen Health Mississippi's position.
- Independent; self-starter; and provides solutions
- Comfortable with topics regarding sexual and reproductive health

Preferred

- Demonstrated knowledge of the field of sexual and reproductive health, especially Teen Health Mississippi's current position, strongly preferred.

Other Details

- Teen Health Mississippi has offices both in Jackson, MS and Clarksdale, MS. This position is based in Jackson, MS. There's a possibility for this position to be remote, but several in person meetings are required.
- Must be able to travel in-state a minimum of twice a month, and nationally 2-4 times per year, depending on training needs.
- Office hours are Monday-Friday, 9-5. However, this position may occasionally require work outside of standard work hours to accommodate youth-serving system or clinical staff.

Compensation

- \$50,000-60,000 annual salary; commensurate with education and experience.
- Benefits include health and retirement as well as paid time off as described in the Teen Health Mississippi Employee Handbook.

Application Requirements and Process

Requirements

- A cover letter,
- Recent resume,
- Employment Application Form,
- Contact information for three professional references who can speak to the candidate's work ethic and character. (NOTE: At least one reference must have directly supervised the candidate's work.)

Process

- We will have a rolling application process, but applications received before June 15, 2019, will have priority. The position may be filled prior to that date.
- Applicants should email their materials to contact@teenhealthms.org.
- Once we have received all materials from a candidate, we will notify the candidate that we have a complete application.
- After a review of applications received, we will schedule brief phone interviews with candidates meeting required qualifications. Candidates advancing to later stages of the process will be asked to respond to essay questions, a job-related task, and a final interview. Candidates may be rejected at any point in the process.
- The interview process will include a thorough social media background check as well as civil and criminal background checks.

Tips for Applicants

- Only applicants meeting the minimum required qualifications will be considered.
- Research Teen Health Mississippi beforehand and understand our mission and shared core values, specifically with our work surrounding adolescent health and sexuality education in Mississippi. Candidates should also view www.teenhealthms.org for more about Teen Health Mississippi's sex education work.

*Note: No applicant will be denied employment solely on the grounds of conviction of a criminal offense. The date of the offense, the nature of the offense, including any significant details that affect the description of the event and the surrounding circumstances, and the relevance of the offense to the position(s) applied for will be considered.

***By applying for this position, you agree to allow Teen Health Mississippi to perform a simple background check to be completed before an offer is made. If an offer is made, the applicant will be notified that a more extensive background check (fingerprints included) must be completed during the orientation process.