

HEALTHY START MOMCARE NETWORK, INC.

EQUAL OPPORTUNITY EMPLOYER

**JOB SUMMARY**

Join a dynamic team where every day you can make positive impacts on the health of new mothers, fathers, babies and their families. Our team provides support for services statewide to help give every baby a healthy start in life. As a full-time, regular employee, this position will be eligible for a generous benefits package that includes medical and dental benefits paid for by the employer and available upon hire, employer paid retirement plan, generous paid leave time, holidays, and more. The Communications and Marketing Director is a new position with the opportunity to build a communications and marketing program from the ground up. Join an innovative team that is truly making a difference. Learn more about us at [HealthyStartFlorida.com](http://HealthyStartFlorida.com).

**JOB DESCRIPTION**

**Job Title:** Communications and Marketing Director

**Posting:** March 23-April 10, 2023

**Status:** Exempt

**Employment Type:** Full-time

**Reports To:** CEO

**Location:** Corporate office in Tallahassee, Florida. Position may be eligible for a partial telework schedule negotiated with the CEO.

The Communications and Marketing Director will work closely with the CEO to develop a plan and associated budget for all organization promotion and internal and external communications. The position will implement the approved plan and strategies through fiscally responsible, ethical, and effective actions that increase Florida's Healthy Start name recognition and its brand. This position will manage all aspects of publicity, promotion, social media and advertising.

The Communications and Marketing Director will primarily provide support for the Florida Association of Healthy Start Coalitions (FAHSC) and its administrative services organization, the Healthy Start MomCare Network (HSMN).

**Responsibilities:**

1. Develop a communications and marketing plan including strategies and tools for facilitating internal and external communications.
2. Design and create outreach and marketing materials.
  - a. Create advocacy toolkits to support FAHSC and its 32 member Coalitions that include advocacy papers, social media posts, talking points, op eds, thank you messaging, and Power Points for Zoom advocacy meetings.

3. Create and distribute monthly newsletters.
  - a. External customers:
    - i. FAHSC updates with Coalition highlights
    - ii. Develop templates that the Healthy Start Coalitions may also use.
  - b. Internal customers:
    - i. FAHSC Committee updates, staff updates and other internal communications
    - ii. HSMN staff updates for contracted providers
  - c. Manage Constant Contact account and update email lists.
4. Digital media
  - a. Manage all digital media, including website, social media, and mobile presence.
  - b. Monitor social media comments on the organization's accounts to identify opportunities for community engagement or risk management.
  - c. Develop templates for the Healthy Start Coalitions to use.
  - d. Monitor social media sites of Coalitions for events and other important announcements for possible content in newsletters, etc.
5. Websites
  - a. Enhance and maintain websites for FAHSC, Florida Connect Coordinated Intake and Referral, Healthy Start MomCare Network, and Florida Maternal Infant Early Childhood Home Visiting (MIECHV).
  - b. Facilitate video and other multimedia pieces to distribute or embed on the website
6. Event Coordination
  - a. Coordinate FAHSC in-person meetings/conferences.
  - b. Develop sponsorship opportunities.
  - c. Assist with hotel /event contracts.
  - d. Coordinate with presenters.
  - e. Oversee registration.
7. Media Relations
  - a. Develop and update state level media contact list.
  - b. Write press releases and media alerts.
  - c. Pitch coverage of FAHSC's activities to various media including digital, print, and broadcast.
  - d. Manage all media requests and on behalf of the CEO who is the spokesperson for the FAHSC and HSMN.
  - e. Prepare messaging responses for emerging issues and media inquiries. Work with the CEO to have messaging reviewed by AHCA & DOH when required.
  - f. Perform all communications and tasks related to emergency and crisis management, including updates to communications plans.
  - g. Coordinate networking meetings with media to build relationships.
  - h. Provide media tracking and periodic reports of media coverage.
8. Branding
  - a. Develop branding for FAHSC and HSMN.
  - b. Manage the company's brand and educate staff for its use and how to protect its integrity.
  - c. Review draft presentations prepared by staff to ensure consistent branding.
9. Training for Board and Staff
  - a. Enhance training presentations and tools.
10. Proposal and Reports
  - a. Assist with the preparations of proposals and reports as assigned.

- b. Provide (or arrange for) video recording and photography for special events and projects including in-person meetings/conferences, events, and client testimonials.
- 11. Client testimonials
  - a. Work with local Healthy Start Coalitions to recruit client ambassadors.
  - b. Edit client testimonials.
  - c. Provide coaching for client ambassadors.
- 12. Write, implement and maintain the FAHSC's social media policy.
- 13. Coordinate activities of public relations firms when engaged.
- 14. Give presentations as assigned.
- 15. Other responsibilities as assigned

### **Qualifications**

#### **REQUIRED:**

Bachelor's degree in marketing, communications, journalism, or related discipline

5 years of experience in marketing and communications

Must be able to travel within Florida on an occasional basis

Excellent writing skills

Public relations and media relations training and experience, including the creation and distribution of long and short lead press releases as well as giving interviews, coordinating press tours, and representing an organization in local and state media.

Mastery of public speaking, both scripted and impromptu

Ability to advise executive level staff about decisions affecting everyday business/operations and long-range planning

Ability to handle sensitive information discreetly and professionally

Ability to work across departments, with staff at various levels, and with a diverse public

Proficient in MS Office, Constant Contact, and social media platforms such as Facebook, Twitter, Pinterest, YouTube, TikTok and Snapchat

Training in crisis management and crisis communications

#### **PREFERRED:**

Senior level marketing experience, contacts in the key markets of promotion

A familiarity with maternal and child health home visiting programs.

Experience communicating with diverse populations

Experience planning and reforecasting budgets

**Other:**

- Must have: a valid driver's license, a safe driving record, reliable transportation and valid personal car insurance.
- Prior to hiring, candidate will be fingerprinted, and a background screening will be conducted.

**Please provide the following documents in order to be considered; failure to do so may result in you not being considered for the position:**

1. A letter of interest, describing how you meet the qualifications for this position as outlined in the job posting.
2. A current resume, detailing experience, and education.
3. A current list of at least three (3) professional references with current contact information (attached or available to provide at the time of interview)

**PHYSICAL DEMANDS AND WORK ENVIRONMENT**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit, talk, hear and use hands and fingers to operate and handle keyboards and controls. The employee is occasionally required to walk and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close and mid-range vision. Depending on the location of the applicant, the position may be eligible for being remote within the state of Florida.