



# healthcurrent

## Director, Communications

**Job Title:** Director, Communications  
**Reports To:** Chief Business Development Officer  
**FLSA Status:** Full-Time, Exempt

### Summary

The Director of Communications will be responsible for leading the development of the organization's communications strategies and effectively delivering upon those strategies. The Director works with organizational executives, managers, and stakeholders to develop and communicate comprehensive communication plans and strategies. The Director ensures that content and messages are consistent and accurately represent the organization's values and objectives. The Director is responsible for planning, organizing and managing and/or executing all communications, public relations and event planning activities for Health Current. This includes outreach and communications support for multiple health information technology and exchange initiatives. This position is based in Phoenix, Arizona.

### Duties and Responsibilities include the following:

- Provides daily supervision and management of assigned staff, maintain allocated staffing levels including leading recruitment efforts, training and creating on-boarding plans for new or transferred employees
- Leads the development and management of the organization's comprehensive and effective communications strategy and tactical plans including the use of social media, email campaigns, private and public websites, and events and conferences
- Leads communications activities including, but not limited to, coordinating outreach partners and provider champions, managing media relations, managing organizational private and public websites, coordinating and executing events and exhibits, ensuring consistency in organization's branding including any marketing material developed and distributed, both visual and verbal, and developing program and messaging collateral
  - This includes the management and execution of all Health Current events, such as presentations, community forums, user group meetings, and the annual summit and trade show
- Ensures that all organizational departments play a coordinated role in the course of content creation or outward communications
- Measure, benchmark, monitor and improve the effectiveness of the deployed communications program.
- Assesses the effectiveness of the organization's communication channels and messages and puts in place measures that will create awareness and momentum as well as test the effectiveness of the communication activities of the business

- Conducts analyses regarding participant segmentation including for each segment key messages, communications schedule and means and methods of communicating. Prepares relevant reports of the findings that contribute to the formulation of strategies, ensure continued promotion of the organization and its brands, and enhances communication activities that in turn increase the organization's base and protect the organization's reputation
- Seeks creative and innovative ways and opportunities for elevating the organization's brand including identifying and promoting to the press, trade publications and industry contacts newsworthy stories and topics of interest on the organization's behalf, which establishes the business as an innovative thought and technology leader. These stories may relate to participant topical guest columns, consumer relations, health care best practices, current affairs, regulatory and policy changes, executive profiles, and human-interest
- Establishes meaningful relationships internally across the organization and externally with stakeholders, consumers and media personnel leading to an increased generation of content in the media, consumer forums, and on social media platforms
- Gathers and processes industry related information from a variety of sources including national experts, news stories, magazines and journal articles, special studies, governmental reports, industry studies, etc., and produces relevant reports of the findings
- Coordinates the production of newsletters, journal articles, conference brochures, and related collateral
- Coordinates the development, distribution and collection of participant, stakeholder and market surveys undertaken by or commissioned by Health Current. Assists with the analysis and reporting of the results
- Develops and writes original articles of interest or issue papers in collaboration with internal and external stakeholders
- Manages all media inquiries and develops key messages and talking points for CEO and other senior managers to utilize in interviews and presentations to internal and external audiences
- Coordinates with the Director of Marketing the preparation and distribution of marketing materials and news articles for trade shows and conferences
- Manages organizational communications and events calendars, tracking all Health Current activities
- Develops and manages communications budgets, and recruits, trains and manages assigned communications, event and support staff
- Establishes scope, priority and deadlines for communications and event projects including assisting with budget development and tracking
- Performs other related duties as assigned
- Be a thought-leader and in-house subject matter expert in the area of digital communications and other channels for effective communications

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **Skills**

- Proficiency with the Microsoft Office Suite including Excel, Word, Project, and Visio preferred
- Working knowledge of HTML, Adobe Photoshop, XML and database management
- Experience with website development and maintenance
- Knowledge of and experience with manipulation of various graphics files
- Familiarity with social networking media as business communications tools
- Excellent writing and editing skills, demonstrated ability to be final editor prior to documents' external release and ability to adapt writing style for different audiences
- Clear and concise communication to all audiences through print and electronic media
- Proven ability to work independently as well as ability to effectively interact and maintain effective working relationships
- Ability to independently plan, organize, manage and prioritize multiple tasks and projects efficiently and effectively
- Ability to work in a fast-paced environment and consistently meet strict deadlines
- Detail oriented, especially as it relates to time management, event planning and external communications
- Familiarity with health care industry, information technology and exchange concepts and terminology a plus
- Ability to handle confidential information with discretion
- Ability to embrace changes and adjust quickly to work demands and shifting priorities
- Bi-lingual (Spanish-English) speaking, writing, reading a plus
- Thorough and diligent fact-finder, internet researcher, proofreader and editor

## **Education/Experience**

7-10 years' experience in related field with bachelor's degree in Journalism, Marketing, Communications, Business (with Marketing emphasis), or related area. Master's degree in a related area preferred.

## **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. This includes availability to work non-regular hours as necessary, ability to periodically drive to and from clients, conference and event, and limited travel. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

## **Physical Demands**

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. An employee must occasionally lift and/or move up to 20 pounds. Reasonable accommodations may be made to enable individuals with disabilities to

perform the essential functions. Specific vision abilities required by this job include close vision and ability to adjust focus. While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands and talk or hear.