

## **Media Communications Manager**

The Media Communications Manager will develop and implement media communication strategies for Health Center Partners (HCP) Family of Companies and their major public relations and communication campaigns with a focus on the agency's media public relations activities. She/he will create compelling content; increase media coverage, and build HCP's brand and thought leadership among a variety of target audiences.

### **Essential Duties, Responsibilities and Impact**

- Develop and implement media communications strategies, goals and tactics, seeking high level placements in print, broadcast and social media to engage regional, statewide and national audiences across traditional and new media outlets.
- Interact with HCP Board Members on media/social media opportunities and approvals, and prep Board members and their management on key messages and story angles.
- Research, write, edit and produce media communications materials, including press releases, statements, messages, Q&As, pitches, blogs, Op-Eds, social media posts, scripts, among other items, to align with the organizations branding and messaging.
- Consult with creative and brand management team on photos, videos and other creative assets.
- Provide input on photo captions, shot lists, log lists and B-roll packages.
- Collaborate with technical program experts and other staff on content, as appropriate.
- Pitch and place creative story ideas with press, respond to press inquiries and identify opportunities to be responsive to news developments.
- Manage media inquiries, interview requests and press events.
- Develop and leverage strong relationships with local, regional and national business and health care industry media outlets.
- Facilitate media coverage and visits of elected officials and others, coordinating with members' staff and providing on-site support as needed.
- Assist in media training agency staff and leadership.
- Develops collaborative relationships with bloggers and journalists in the social media space.
- Create content for press releases, byline articles, keynote presentations and speeches.
- Manage media visits to member health centers, coordinating with health center staff and provide on-site support, as appropriate.
- Collaborate on media outreach with other media team members.
- Accountable for achieving and monitoring metrics of media placements and thought leadership posts in priority media outlets, and by extension social media strategy and campaign goals and metrics.
- Evaluate opportunities for partnerships and sponsorships on an ongoing basis.
- Maintain a keen understanding of health care and related industry trends and recommend appropriate communication strategies around them.
- Budget accountability for special projects.

## Required Background and Experience, Skills and Behaviors

Must have a Bachelors degree in Communications, Journalism or similar field. Must have a minimum of 5-7 years of experience in journalism, media relations, public affairs, communications in a competitive and fast-paced health care environment is required. Must be able to clearly and effectively communicate externally to engage media as well as advise management on media strategies and tactics with a proven track record designing and executing successful media and public relations campaigns. Must be able to set priorities, manage multiple work streams and work outside normal office hours as needed. Tactical understanding of all primary social media platforms is a must. Project management, research, writing and editing skills are required. Must be proactive, reliable, responsible and accurate with strong attention to detail and passion for primary care. Experience acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews. Excellent knowledge of communications strategies and media relations. Proven track record of effective media coverage. A confident self-starter who is creative, collaborative and team-oriented with a passion and interest in working with and developing media relationships. Familiar with media databases like Cision.