



**HEALTH CENTER
PARTNERS**
of Southern California

A Family of Companies



JOB DESCRIPTION

JOB TITLE: Director of Corporate Communication **STATUS:** Exempt Full-Time
REPORTS TO: Executive Vice President, HCP
DIRECT REPORTS: N/A

This job description is intended to be a general statement about this job and is not to be considered a detailed assignment. It may be modified to meet the needs of the organization.

JOB SUMMARY

The Director of Corporate Communication is responsible for shaping and executing public relations, media relations, thought leadership and internal communication programs designed to support and enhance the organization's reputation, brand, business strategies, goals and objectives. This is a highly visible role acting as a trusted advisor to the executive team and reports to the EVP for HCP.

The Director of Corporate Communication is an experienced integrated communication professional who will be responsible for strengthening the HCP Family of Companies' brand and reputation in the market. S/he will lead efforts to communicate with more stakeholders, in more ways with bigger ideas through constantly changing channels and with more measurable impact. S/he will shape and coordinate matrixed corporate communication across key stakeholder groups, including: employees; the media; third party influencers; funders; health care partners; and, the general public through traditional, social and new media channels. This individual will work across the Family of Companies' leadership teams and outside agencies/consultants as needed and play an integral role in the success of the companies' branding and strategic business goals through internal messaging, community outreach and public visibility campaigns.

The ideal candidate is a passionate story teller, exceptional writer, innovative strategist, and motivated leader, but also someone who is ready to roll up their sleeves and multitask on day-to-day needs. We are looking for someone with an entrepreneurial spirit, who is driven to make an impact, is ready to leverage opportunities, is passionate about developing and executing creative and bold strategies to get our messages out, and who's excited about advancing our mission to provide high quality health care to the patients we serve. Actively support the mission of the Health Center Partners and subsidiary organizations.

ESSENTIAL JOB FUNCTIONS

Director of Corporate Communication
Updated: March 2019

Communications

- Responsible for developing and implementing an overarching public relations program for the organization and its leadership team that is aligned with and reflects the business goals and priorities of the company as it continues to grow and diversify. Will accurately and continually re-position the company with internal and external constituents in alignment with the goals and objectives of its strategic plan to enhance its brand and reputation in the market.
- Serve as the leader responsible for media relations and developing protocols for managing both proactive and reactive media opportunities including the company's response to and proactive participation in traditional, social and new media channels. The leader will develop meaningful and productive relationships with key print, broadcast and online editors and journalists covering the health care sector as well as manage media relations and social media teams to drive messaging and visibility for the company, its key initiatives and campaigns in the market.
- Favorably position the company's CEO and top executives through proactive messaging creating and seizing opportunities to build HCP's brand both internally and externally. Will develop standby statements, talking points, speeches and media training for executives and identify appropriate forums for executives and leadership team members to appear in and increase their visibility.
- Deliver the company's internal communication strategy and initiatives to ensure that employees and members are engaged and aligned with the company's direction, its goals, and its progress, including messaging and campaigns in support of its strategic plan.
- Work with individual staff members and/or departments/companies to develop social media strategies for their business initiatives and specific issues, targeting communication content for their audiences, writing Web content for their areas of the Web site and semi-regular blog content.
- Manage the development and maintenance of internal and external communication materials and business development products including brochures, media kits, media releases, public service announcements, advertisements, displays, conference presentations, feature articles, flyers, video scripts, trade show content and various publications and reports. Plan, research, write, edit, and oversee printing and distribution. Annually, create, produce and distribute hard- and e-copies of an annual impact report for the Family of Companies.
- Creation and management of branded content for various campaigns that can include newsletter articles, constituent profile stories, press releases, emails, webinar content, articles, marketing materials, letters, fliers, scripts, ads, infographics, presentations, etc.
- Establish and maintain strong and collaborative working relationships with the government affairs team to ensure that all communication strategies are aligned, consistent and synchronized.
- Direct and manage PR agency relationships, including developing a tracking system to measure results and ROI.

Writing

- Craft compelling narratives that articulate differentiated value propositions for the Family of Companies.

- Write Web content for each of the Web sites and semi-regular blog content, ensuring that the content is relevant, fresh, interactive and dynamic.
- Plan, research, write, edit, update and oversee printing and distribution of materials for each of the companies.
- Annually, create, produce and distribute hard- and e-copies of an annual impact report for the Family of Companies.
- Write key messages, news releases, and any materials required to support communication and external affairs strategies.
- Interact with company leaders, providing coaching, ghost writing, editing, and message development that reflects an understanding of their business and leadership style, including serving as a primary writing and editing resource for the Executive Team.
- Create social media content daily, weekly, by soliciting ideas from staff members, members and stakeholders.
- Plan, proofread, choose photos and graphics, and execute all posts and links on Facebook, Instagram, Twitter, LinkedIn, YouTube, and any other social media channels that HCP chooses.
- Drive a positive narrative that supports our recruitment and retention efforts and lead annual Best Place to Work and other awards submissions.
- Devise creative, fun, and interactive communication including written (emails, blog posts, FAQ), spoken (strategy presentations, all-staff meetings, speeches and talking points), and visual (presentations, infographics) to help leaders communicate strategy to boards, staff and external stakeholders.
- Find innovative ways to engage employees and support efforts to articulate organizational culture and values. Ensure that all internal communication efforts reinforce the employer brand, culture, and values.
- Collect and utilize data (staff surveys, Intranet analytics, etc.) to enhance internal communication efforts. Pilot new communication techniques and measure results.
- Oversee LinkedIn content presence (pages, messaging and recruitment ads) and collaborate with the social team on campaigns and Elevate initiatives.

Social Media

- Serve as social media advisor, manager and administrator. Keep abreast of the industry.
- Work with the VP for Government Affairs and other executive leadership on social media strategies to ensure coordination of messages.
- Manage social media strategy and track all social media activity, fans and followers.
- Develop social media plans specifically for engaging internal and external stakeholders.
- Update social media plans and goals associated with them. Create social media content daily, weekly, by soliciting ideas from staff, members and stakeholders.
- Plan, proofread, choose photos and graphics, and execute all posts and links on Facebook, Instagram, Twitter, LinkedIn, YouTube and any other social media channels that HCP chooses.

Websites

- Serve as Web master for the Family of Companies' Web sites, maintaining the quality and integrity of content and ensuring that the content is relevant, fresh, interactive and dynamic.
- Create targeted messages to varied Web site audiences.
- Work closely with all staff and members to develop content and campaigns for the Web sites. Serve as the liaison between employees, members and Web sites. Inspire enthusiasm in staff and members for Web site updates.
- Track visits to Web sites and other pertinent information. Continually evaluate Web sites' utilization and strive to optimize ROI.
- Understand copyright laws and other laws affecting Web sites.

QUALIFICATIONS

Education/Experience/Skills

- 10-plus years of experience in corporate communication with a pattern of steady progression and career growth within dynamic businesses, preferably in the health care industry.
- Bachelor's degree in Communication, Journalism, English, Public Relations, or related field, from an accredited institution. Master's degree is preferred.
- A proven track record in building and leading strategic communication programs including public relations, crisis communication and internal communication, ideally in the health care sector.
- A proven track record of delivering high volume and high-quality work with the ability to translate and successfully communicate complex subjects. Be able to successfully juggle multiple projects on-time and on budget.
- Demonstrated track record of working with and earning the trust and confidence of high-profile corporate leaders or governmental/social leaders and serving as a trusted advisor/counselor.
- Proven crisis management skills and a record of impeccable judgment.
- Strong writing and editing skills. Ability to explain complex information in clear and straightforward terms that external audiences can understand and relate to. Ability to coach team members to do the same.
- Strong experience/knowledge of social media tools and techniques for driving reputation and brand and advancing messaging in the market.
- Extensive network and positive working relationships with regional and national media contacts in business and trade press and online media.
- Executive presence, a polished, articulate leader with low ego, and the ability to inspire confidence among senior leaders and all stakeholders with whom he/she will interact.
- A collaborative style that is interactive with the courage and conviction to challenge and defend ideas and strategies.
- A manager with outstanding leadership skills who can effectively coach, mentor and inspire a team.
- A confident, mature, diplomatic and nuanced/discreet level of professionalism with the flexibility and finesse to "manage by influence" and lead by example.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Position continually requires demonstrated poise, tact and diplomacy.

- Ability to handle a complex and varied workload and reset priorities against internal and external deadlines.

PHYSICAL REQUIREMENTS

- Ability to sit or stand for long periods of time
- Ability to reach, bend and stoop
- Physical ability to lift and carry up to 20 lbs.

HIPAA/COMPLIANCE

- Maintain privacy of all patient, employee and volunteer information and access such information only on a need to know basis for business purposes.
- Comply with all regulations regarding corporate integrity and security obligations. Report unethical, fraudulent or unlawful behavior or activity.

I acknowledge that I have read and understand this job description. My signature below certifies that I am able to perform the essential duties and responsibilities of this position. I have also discussed any accommodations that I feel I might need to allow me to perform these essential functions. Additionally, I agree to abide by the policies and procedures established by Health Center Partners of Southern California.

Signature

Date

Employee Name (please print)