



Public Affairs and Communications Director

Position Description

Position: Public Affairs and Communications Director **Date:** 02.16.2021
Reports To: Policy & Government Affairs Senior Director **FLSA Status:** Exempt
Supervision: Communications Specialist **Pay Type:** Salary
Hours: 1.0 FTE **Starting Range:** \$75,000 – \$90,000

Approved By: Joan Watson-Patko, Executive Director

_____ Date _____

1. Primary Purpose

The Public Affairs and Communications Director works in close partnership with OPCA’s Policy and Government Affairs Senior Director, our senior leadership team, OPCA members and talented, capable staff to propel OPCA forward through organizational communications strategy, media relations, social and digital media and OPCA brand recognition. This position oversees OPCA’s Communications team and is responsible for implementing the strategic direction for OPCA in all aspects of communication, marketing, and branding, including the use of OPCA’s website and social media as well as public affairs strategies to inform advocacy. The Public Affairs and Communications Director leads press and media operations that, combined with a public relations strategy, helps achieve the organizational programmatic and legislative goals.

2. Essential Duties and Responsibilities (~65% of time)

Communications Management

- Oversees communications that broaden programmatic reach and deepen impact, including:
 - Electronic and print communications pieces, such as OPCA’s member update.
 - Digital or print education or promotional pieces, including but not limited to website, blog, white papers, fact sheets, legislative briefs and marketing brochures.
- Develop and refine core messages to ensure organizational consistency. Oversee strategy, execution, and implementation of all OPCA external and internal communications, such as social media management, digital content creation, and OPCA branding.
- Works closely with Government Affairs Director and program staff as identified to design and implement communications campaigns to achieve legislative and program-specific goals.

- Identify significant media and public policy issues that can be leveraged to support OPCA’s goals, challenges, and emerging issues faced by OPCA (and their membership) and work with leadership to identify external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Work closely with health center communications staff, oversee communications peer group, and respond to health center communications needs.
- Regularly review organizational communications and media policies and guidelines and make recommendations as needed.

Social Media and Digital Presence:

- Proactively assess and recommend adoption of emergent technologies and strategies.
- Maintain and monitor social media/digital platforms and take ownership for accelerating engagement on each platform—including Facebook, Instagram, Twitter, LinkedIn, YouTube, and others as identified.
- Track, analyze and report on the impact of OPCA’s digital presence and key performance metrics and provide reports using Google Analytics, Facebook Insights, etc., identify trends and insights, and recommend areas for improvement.
- Regularly review social media policies and guidelines and make recommendations as needed.

Media:

- Develop and execute earned and owned media plan designed to advance OPCA’s strategic goals and strengthen organizational presence and visibility.
- Cultivates relationships with key media outlets, reports, editors, and bloggers, fields media inquiries.
- Speak on the record to media outlets, or identify and prep appropriate staff with the content expertise.
- Drafts and distributes press release and press advisories; prepares press kits and organizes press conference/briefings as necessary.

Content Creation:

- Write, edit, re-purpose and deliver a wide variety of content for various channels, liaising with internal stakeholders and gaining sign-off for publishing as necessary.
- Use tools and software to create graphics, podcasts, images, and videos for purposes of telling the health center story.
- Develop digital communications training, toolkits, and best practices resources for health centers.
- Create an annual impact report to reflect the value of OPCA’s work and progress across programs.

OPCA Branding:

- Develop and build an integrated digital presence across all OPCA platforms to advance the organization’s brand, mission, vision, programmatic work, and marketing efforts, as well as to advance understanding and support of the Community Health Center mission and their value.

- Work across OPCA's policy and program teams to leverage and manage digital resources strategically and to ensure that the OPCA brand identity and messages are presented consistently and effectively across all digital platforms.
- Work internally with staff to ensure consistency of tone, branding, and core messaging across multiple platforms and venues.

3. Essential Strategic & Leadership Responsibilities (~25% of time)

- Supervises one to three staff with an emphasis on supporting team collaboration and individual mentorship and success.
- Assure strong and proactive cross-department and team collaboration in areas of shared work.
- Contribute to strategic plan and Federal funding goals as related to content area expertise.
- In partnership with Policy and Governmental Affairs Senior Director, develops annual initiative budget and manages resources for program area.

4. Other Duties and Responsibilities (~10% of time)

- Conducts individual administrative duties (e.g. scheduling, time sheets, internal organization communications, etc.)

5. Knowledge, Skills, and Abilities

- Public affairs and communications strategy experience; ideally with exposure to public policy development and advocacy.
- Ability to curate and create content, including graphics, blogs, press releases, infographics, videos, and podcasts for all media platforms.
- Ability to deliver on deadlines and shift priorities or change direction quickly to meet unexpected factors.
- Clear and compelling writer and speaker, comfortable speaking before groups and to the media while staying on brand and delivering key messaging; effectively represent OPCA in a wide variety of settings
- Ability to think strategically and deliver technically.
- Project management experience
- Website administration and analytics experience
- Knowledge, skill and ability to flex communication style to maintain effective working relationships with a wide variety of personalities and organizations.
- Ability to work well in a professional and fun team environment, including respect for different styles and personalities; enthusiasm for collaboration, communication, and celebration.
- Ability to work with diverse partners and leverage areas of expertise.
- Ability to self-direct and think creatively and strategically about how to gain attention for the organization and our priorities.
- Performance-oriented mindset with a strong work ethic and commitment to achieving goals.
- Willing and able to bear high levels of responsibility; always accountable to one's own decisions and work product.
- An ability to work with people who think, act, look, and/or live in a manner different from one's self.

- Strong computer skills, including thorough knowledge of Word, Excel, Power Point, etc.

6. Minimum Qualifications and Experience

- Extensive business knowledge with comprehensive understanding of the organization and functional area.
- Master's degree in related field (communications, marketing, journalism, humanities) and/or 7+ years' experience with demonstrated years of management responsibility.
- Extensive knowledge of the field with advanced leadership skills.

7. Preferred Qualifications and Experience

- Broad knowledge and understanding of CHCs and their/our mission.
- Existing relationships with Oregon media.
- Familiarity with web platforms such as WordPress, SquareSpace, Joomla etc.
- Familiarity with membership associations and non-profits a plus.
- Experience elevating voices that have been and continue to be silenced

8. Specific Job Attributes

- **Job Complexity:** As an expert in the field, uses professional concepts in developing resolution to critical issues and broad design matters. Works on complex projects important to the organization. Uses skills to contribute to development of strategic company objectives and principles and to achieve goals in creative and effective ways. Develops guidelines, processes, and procedures for assigned functional area. Responsible for resource allocation, including budget and personnel. Makes strategic decisions based on company goals and objectives.
- **Impact:** Conducts complex and vital work critical to the organization. Failure to achieve goals will have significant impact on success of functional area and organization.
- **Degree of Work Direction & Project Management:** Works largely without supervision. Exercises latitude in determining objectives and approaches to critical assignments. Makes decisions based on company and functional objectives and allocated resources.
- **Responsibilities as a Team Member:** Leads organizational team(s) to achieve measurable team and/or organizational objectives. Works closely with executive leadership in defining organizational goals and strategic plans.
- **Internal & External Contacts & Communication:** Creates formal networks with key decision makers and will serve as external spokesperson for the organization. Recognized as an influential leader.
- **Education & Experience:** Extensive business knowledge with comprehensive understanding of the organization and functional area. Generally requires a masters degree and/or 10+ years experience; five years management responsibility. Extensive knowledge of the field with advanced leadership skills.
- **Leadership & Supervision of Others:** Manages the work efforts of others. Responsible for hiring, firing, performance appraisals, and pay reviews. Makes decisions based on company and strategic objectives and allocated resources.
- **Innovation & Quality Improvement:** Leads improvement in functional area. Influences and aligns CHC leaders, partners and other key stakeholders behind implementing innovative programs in their area of expertise to improve health center and/or OPCA value. Builds partnerships to support innovation and improvement.

- **Responsibility for Administrative Work:** Responsible for project management of individual work, including monitoring and responding to deadlines, scheduling internal and external meetings, preparing agendas and tracking action items to advance projects, distributing relevant communications, and managing personal administrative needs, such as travel planning and expense reimbursement reports. May seek administrative support for team and program needs from program specialists and coordinators, based on needs and priorities for the organization and availability of team resources.
- **Budgetary & Fiscal Responsibility:** Responsible for developing and managing initiative budget. Responsible for following financial policies and procedures for any organizational expenditures, purchases or reimbursements. Participate in strategic needs assessment and planning for organization budget management and projection.

9. Travel Required

- In and out-of-state travel is required for this position. If using a vehicle for work related travel, must possess valid Oregon driver license and provide proof of insurance and annual Motor Vehicle Record if using own vehicle, or be insurable if renting. Must be able to drive a motor vehicle safely and use a seat belt when in operation. Mileage and travel expenses are reimbursed per OPCA policy.

10. Work Environment

- OPCA is a team-oriented organization; a tight-knit group of professionals committed to both the mission and to enjoying their jobs. Respectful interpersonal relationships, a fun team dynamic, and a passion for advancing the cause of community health clinics are equally critical components of the work environment.
- As a subject matter expert, employees are expected to partner as needed for communications & marketing needs to develop messages, objectives and/or communications tools to reach OPCA's members and other target audiences.
- Duties will be performed in both an office setting and out in Community Health Clinics.

11. 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. 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 regularly required to sit behind and use a computer, talk, hear, and be able to operate general office equipment. This individual is also required to stand, walk, and reach during events.

Statement of OPCA Practices: OPCA is committed to continuous internal quality improvement practices. We work in a fast moving, ever changing environment in which management and staff strive to create constantly improving quality. OPCA is a smoke free, drug free workplace. We are an equal opportunity employer. We do not discriminate on the basis of race, religion, color, gender, age, sexual orientation, national origin or disability. OPCA expects employees to be culturally competent, with the ability to interact positively with people who do not look like, talk like, think like, believe like, act like, and live like they do.

General Statement: Oregon Primary Care Association (OPCA) is a private, 501(c)(3)-membership organization of Oregon's "safety-net" primary care providers. Our mission is to lead the transformation

of primary care to achieve health equity for all. Our membership primarily includes the federally qualified Community Health Centers (CHCs) and Look-Alikes as well as Rural Health Clinics, Indian Health Centers, and community clinics with similar missions and governance.

REQUIRED SIGNATURES

I acknowledge that I have reviewed the above job description and understand my job responsibilities and requirements.

Employee _____ **Date** _____

Supervisor _____ **Date** _____

****Changes must go through HR Manager for standardization and Finance & Operations Senior Director for review.***