



Assignment: Communications & Outreach Manager

Direct Supervision: Director of Strategic Initiatives

Status: Exempt, Full-Time

SUMMARY:

Under the general direction of the Director of Strategic Initiatives, this position supports the continued growth and development of TCHNetwork programming by building community relationships and identifying marketing tactics. The Manager develops and implements the communication and marketing strategy for TCHNetwork and leads the Outreach Team, which is responsible for community outreach and engagement, cultural inclusivity, and advocacy activities.

DUTIES AND RESPONSIBILITIES: *May include the following, and other duties as assigned:*

1. Develop, implement, and adapt as necessary TCHNetwork's communication plan, with consistent messaging across all channels
2. Supervise cultural navigation team to promote health and racial equity across the region
3. Manage social media accounts, outreach engagement activities, website, annual report, and e-newsletter efforts to ensure accurate and timely production
4. Track and measure engagement from communications efforts and create metrics to demonstrate impact, using that input to refine communications strategy
5. Cultivate and maintain key media relationships, including broadcast, online and print. Create PSAs, pitch story ideas, and coordinate media interviews with appropriate team members. Prepare team member for interviews and PSA recordings
6. Create, execute, and measure media campaigns
7. Develop and maintain internal and external mechanisms for effective communications, best practices, and outreach regarding community engagement and programming
8. Train and educate TCHNetwork team on methods to effectively promote programming, engage stakeholders, and promote equity
9. Ensure attendance at industry and community events to grow TCHNetwork's presence and support community events with promotion and staffing as needed
10. Manage incoming media requests and client questions via phone, e-mail, Twitter, etc.
11. Lead the development of digital and written content including blog posts, articles, newsletters, communications materials, material for social media outreach, and flyers/brochures

12. Build, promote and maintain TCHNetwork brand awareness and messaging
13. Research and develop up-to-date framing and messaging for key initiatives and programming
14. Ensure all communication and outreach materials are translated in Spanish and are culturally-appropriate to target audience
15. Communicate, translate, and disseminate the impact of programming and initiatives to a broad set of audiences and constituencies
16. Assist in the recruitment and oversight of a volunteer workforce

EDUCATIONAL AND EXPERIENCE REQUIREMENTS:

1. Bachelor's degree in communications or similar field
2. 5 years minimum of related public relations and community outreach experience
3. Demonstrated experience with website editing in WordPress, social media messaging, content management systems, digital communications, and graphic design in a professional setting
4. Experience using metrics to track success
5. Previous experience as a direct supervisor including hiring/firing responsibilities
6. Proficient with MS office, Word, Excel, and Publisher and Adobe InDesign
7. Experience/familiarity working with volunteers and growing a volunteer base
8. Strong experience in communications and public policy
9. Proficient in public speaking and media relations

PREFERRED QUALIFICATIONS:

1. Non-profit or healthcare experience
2. Spanish fluency
3. Local geographic and market knowledge

PROFESSIONAL SKILLS & PERSONAL ATTRIBUTES:

1. Commitment to the mission and work of TCHNetwork
2. Ability to work flexible hours, including some weekends and evenings.
3. Ability to manage multiple projects with geographically dispersed teams simultaneously
4. Demonstrated ability to meet deadlines
5. Interest in contributing to a fast-paced non-profit
6. Ability to receive and utilize constructive feedback

7. Excellent written and verbal communication skills
8. Ability and willingness to work collaboratively with leadership and cross-functional teams
9. Innovative, energetic, well organized, and self-directing

JOB LOCATION

Telluride, CO. No relocation assistance available.