

# TRI-COUNTY HEALTH NETWORK

The logo graphic consists of several overlapping, curved lines in shades of blue, green, and yellow, creating a stylized, abstract shape that resembles a mountain range or a network of connections.

**Position:** Outreach and Communication Manager

**Direct Supervision:** Executive Director

**Status:** Exempt, Full-Time

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## **SUMMARY:**

This position supports the continued growth and development of Tri-County Health Network (TCHNetwork) programming by building community relationships, directing external and internal marketing tactics, training and supporting team members in conducting outreach, and overseeing internal talent and culture. The Manager develops and implements the communication and marketing strategy for TCHNetwork.

**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. Lead the development of all digital, written, and creative content and manage social media accounts, outreach engagement activities, website, blog, annual report, and e-newsletter efforts to ensure accurate and timely production
3. Track and measure engagement from communications efforts and create metrics to demonstrate impact, using that input to refine communications strategy
4. 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
5. Create, execute, and measure media campaigns
6. Develop and maintain internal and external mechanisms for effective communications, best practices, and outreach regarding community engagement and programming
7. Train and educate TCHNetwork team on methods to effectively promote programming, engage stakeholders, and promote equity
8. Lead quarterly meeting with field team, by region, to review local opportunities for TCHNetwork to engage
9. Ensure attendance at community events to grow TCHNetwork's presence and support community events with promotion and staffing as needed
10. Assist in conducting community health needs assessment (CHNA) across the region
11. Oversee the development of the community member advisory committee(s) and train local team members to 'chair' the committee
12. Establish and launch Annual Community event and other fundraising efforts
13. Create a Partner Engagement Plan to help cultivate new & existing partners
14. Manage incoming media requests and client questions via phone, e-mail, Twitter, etc.

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15. Build, promote and maintain TCHNetwork brand awareness and messaging
16. Research and develop up-to-date framing and messaging for key initiatives and programming
17. Ensure all communication and outreach materials are translated in Spanish and are culturally appropriate to target audience
18. Communicate, translate, and disseminate the impact of programming and initiatives to a broad set of audiences and constituencies
19. Conduct regular presentations on TCHNetwork
20. Direct the recruitment and oversight of a volunteer workforce, as needed
21. Oversee internal talent acquisition and retainment, including new hire paperwork, new employee on-boarding, employee recruitment, and applicant interviewing
22. Any other duties as required to ensure TCHNetwork is successful.

## **EDUCATIONAL AND EXPERIENCE REQUIREMENTS:**

1. Bachelor's degree in communications or similar field, Master's preferred
2. 3 years minimum of related marketing 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. Proficient with MS office, Canva, Publisher, Photoshop, WordPress and Adobe InDesign
6. Experience working with field teams or volunteer network and growing a volunteer base
7. Strong experience in communications and public policy
8. Previous responsibility for content creation/management
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
4. Experience with human resource policies and practices

## **PROFESSIONAL SKILLS & PERSONAL ATTRIBUTES:**

1. Commitment to the mission and work of TCHNetwork
2. Demonstrated ability to multi-task and handle stressful situations while continuing to meet deadlines

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3. Interest in contributing to a fast-paced non-profit
4. Maturity to receive and utilize constructive feedback
5. Excellent verbal and culturally competent communication skills (in person, on the telephone, and through email correspondence)
6. Must possess demonstrated ability to relate to individuals and families of varied ethnic, cultural backgrounds, ages and economic circumstances
7. Innovative, energetic, well organized, and self-directing
8. Proven ability to quickly establish trust, gain rapport, and work effectively, both internally and with the community
9. Advanced time management abilities
10. Demonstrated ability to track multiple projects simultaneously and maintain professionalism and effectiveness under time pressure
11. Skilled in prioritizing, leading, and managing multiple projects in a fast-paced environment
12. Strong work ethic and collaborative style
13. Internally motivated with an initiative to improve processes
14. Change agent demeanor; must be a flexible thinker, with an ability to adapt to a changing environment
15. Ability to exercise forethought, to look ahead and anticipate needs

## **OTHER:**

Requires regular local and regional travel. May require occasional state or national travel. Must have reliable transportation to travel as needed and comfortable traveling in inclement weather. Valid driver's license and car insurance required. Ability to work a flexible schedule including evenings and weekends, as applicable. Able to lift 50 pounds.

## **LOCATION:**

Field position that requires travel throughout San Miguel, Ouray, Montrose & Delta counties. First 90 days then 2-3 days a week in main office in Telluride, CO. No relocation assistance available.