

Health District

OF NORTHERN LARIMER COUNTY

Position Description

Position Title Senior Manager - Communications

Salary Level/Grade M3

Position Overview

In close collaboration with the Executive Director, Leadership Team, and Program leadership, the Senior Manager - Communications communicates with the community regarding the work of the Health District. The Senior Manager - Communications is responsible for a function within the department, provides technical expertise to the department, and works on issues that require an in-depth knowledge of the functional area where problems may not be clearly defined.

Supervision and Fiscal Responsibilities

Oversees the work of experienced level professionals.

Regularly advises teams on moderately complex matters.

Examples of Duties

- Create, implement, continually monitor, and improve a Communications Plan to interpret the work of the Health District in the community through standard and innovative communications modalities.
- Develop and provide marketing and communications activities for the programs and projects of the Health District.
- Oversee key communications platforms, including the website and intranet.
- Develop policies and procedures regarding Health District communications.
- Assist with selection of consultants for marketing campaigns and work cooperatively with them to ensure products and services are consistent with Health District branding and messaging.
- Serve as the primary spokesperson and media contact, developing and maintaining a positive working relationship with media contacts.
- Interact with management in matters that affect the department, using knowledge of the organization to develop solutions to improve results or solve a problem, and applies knowledge to inform others.
- Manage the Communications Department staff and budget.
- Develops and maintains positive, professional, and productive relationships with consumers, the public, other agencies, co-workers, and supervisors.

Qualifications

- Bachelor's Degree in communications, marketing, or related field with 7 - 9 years of related and/or supervisory experience.
- Equivalent combination of education and experience level.

Knowledge, Skills, & Abilities

- Knowledge of media relations, marketing and advertising, website management, social media, and public speaking.
- Ability to write copy for a variety of media and purposes, including news and feature stories, press releases, collateral materials, advertising, reports, and online content.
- Ability to create eye-catching and effective informational and marketing materials of all types, including ads, collateral materials and online content.
- Ability to balance multiple demands, work both cooperatively within a team and independently.

Health District of Northern Larimer County

Senior Manager - Communications

- Ability to build partnerships, appropriately influence, foster talent and coach others.
- Ability to maintain professional, positive, productive relationships.
- Strong critical thinking, problem-solving and excellent organizational skills.
- Excellent computer skills with the ability to learn new software.
- Excellent verbal and written communication skills.

The above job definition information has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Job duties and responsibilities are subject to change based on changing business needs and conditions.

Work Environment

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.

- Must have close visual acuity to perform activities such as: preparing and analyzing data and figures, viewing a computer monitor, extensive reading.
- Must be able to sit or stand for prolonged periods.
- Must have eye-hand coordination and manual dexterity sufficient to operate a computer keyboard, telephone, photocopier, and other office equipment.
- Must have the ability to move from place to place on the job.
- Must have the ability to communicate information and ideas verbally so others will understand.
- Requires reliable transportation; valid driver's license and auto insurance if reliable transportation is by personal automobile.
- Must comply with infection control policies for this position.

Equal Opportunity Employer - The Health District is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, ethnic or national origin, ancestry, age, sex, pregnancy, disability, genetic information, veteran status, gender, marital status, sexual orientation, gender identity or expression, religion (creed), political beliefs, or any other characteristic protected by federal, state, or local laws.