

## Manager, Brand & Content

<b>Reports To:</b> Director, Development & Communications		
<b>Level/Grade</b> Professional	<b>Type of Position</b> Full Time	<b>Hours/Week</b> 40 hrs./week; exempt
<b>GENERAL DESCRIPTION</b>		
<p>The Manager, Brand &amp; Content contributes to the organization's brand communications strategy, planning and manages related projects. In this role, he/she: 1) is responsible for producing a wide variety of content including: press releases, creative briefs, slide decks, talking points and presentations, and creating collateral for both internal and external events; 2) functions as part of a team which collectively accomplishes light technical tasks (e.g., layout, design, photography, video and video editing); 3) communicates with industry and consumer stakeholders about health and healthcare issues; 4) works internally with staff to effectively communicate about organization projects and priorities to external audiences; 5) works externally with government relations, media relations, and other stakeholder/member representatives to support priorities; 6) participates in stakeholder meetings as a liaison between THC and current &amp; potential partners.</p>		
<b>JOB RESPONSIBILITIES</b>		
<ul style="list-style-type: none"> <li>• Work with Director to create communications and external relations strategy for key THC stakeholder groups</li> <li>• Lead branding, communication and promotion of Gen-H initiative, Tap Health, and hb/suite</li> <li>• Support ideation of event and program planning to serve internal and external stakeholders</li> <li>• Support organization leadership in key stakeholder relationships and represent organization at stakeholder meetings</li> <li>• Create talking points, presentations, speeches, and public statement for leadership team</li> <li>• Write organizational press releases and blog posts</li> <li>• Manage media relations efforts</li> <li>• Develop and manage digital strategy and social media</li> <li>• Assist in staffing THC's Community Engagement Committee</li> <li>• Works closely with Assistant Director, Emergency Response and Public Information Officer; and participates on PR/PIO committee</li> <li>• Contribute to the planning and execution of THC's major events</li> <li>• Develop creative and compelling story ideas and pitch to appropriate target outlets</li> <li>• Ensure proper use and protection of information assets by complying with the organization's information privacy and security policies to protect assets from unauthorized access and by reporting any security events or potential events or other security risks to the organization</li> <li>• Other duties as assigned</li> </ul>		
<b>POSITION REQUIREMENTS</b>		
<p><b>Skills, Knowledge, Abilities:</b></p> <ul style="list-style-type: none"> <li>• Strong writing, oral communication, and presentation skills</li> <li>• Possession of creative flair, versatility, conceptual/visual ability, and originality</li> <li>• Strong relationship management skills</li> <li>• Proficient in digital communication and social media</li> <li>• Demonstrated ability to inform and execute on communications and organization strategy</li> <li>• Evidence of ability to work effectively under pressure, manage competing priorities, and complete multiple simultaneously</li> <li>• Up to date with industry leading software and technologies (In Design, Illustrator, Photoshop etc.)</li> <li>• Willingness to contribute when necessary at all task levels</li> <li>• Ability to travel by car to events/appointments throughout the state, use a computer for extended periods of time, and stand for extended periods of time at community events</li> </ul>		
<b>EDUCATION/CERTIFICATION REQUIREMENTS</b>		
<ul style="list-style-type: none"> <li>• Bachelor's degree in journalism, communications, media, business administration or a related field from an accredited college/university strongly preferred</li> <li>• Minimum of three (3) years of communications experience required</li> </ul>		
<b>OTHER INFORMATION</b>		
<p><b>APPROVED BY</b> S. Schmitt, Director, Development &amp; Communications      <b>DATE POSTED</b> September 3, 2020</p>		