

Manager of Communications JOB DESCRIPTION

Position Title: Manager of Communications

The Network for Regional Healthcare Improvement (NRHI) is a national organization focused on promoting meaningful improvements in healthcare quality and cost containment. Over forty Regional Health Improvement Collaboratives (RHIC's) exist in the US, many of which form the core of NRHI's membership. The emphasis of RHIC's is on performance measurement, payment and delivery system reform, training and assistance in performance improvement, and patient education and engagement. NRHI provides the strategic structure that will allow for learning, sharing, and consensus building on the fundamental changes needed in healthcare payment systems.

Position Summary

This position is responsible for conducting the day to day tasks for NRHI communications on behalf of NRHI. The position includes:

- Conduct daily communications activities for NRHI, including: writing press releases; reviewing and editing draft work products developed by colleagues; writing NRHI's newsletters; responding to member questions and requests; responding to or triaging inquiries about NRHI and its members;
- Manages NRHI member, NRHI stakeholder and various project newsletters, identifying content, designing templates, managing contacts, and ensuring timely e-distribution to appropriate audiences
- Oversee vendor management in support of NRHI's communication plan execution
- Manage NRHI social media strategy and implementation including Facebook, Twitter, and YouTube
- Identify articles and information in the news relevant to NRHI, its members, and the priority issues and circulate the information to the appropriate audiences
- Work with NRHI's external communications vendor if/when there are crisis communication situations
- Lead NRHI's Communications Affinity Group
- Manage NRHI's website content and design including "Members Only" site access and forums
- Ensure members are informed of key meetings, events and funding opportunities
- Disseminate information about NRHI, NRHI products, NRHI initiatives, etc. through various channels
- Responsible for design (either directly or through vendors) and final review of publicly facing materials including marketing collateral, presentation slide decks, NRHI and project templates, newsletters and videos
- Work closely with the CHN Executive Director to leverage the HealthDoers platform as a major tool for learning and dissemination

This individual will report to the Executive Director, Collaborative Health Network and work closely with the President and CEO and NRHI Project Directors to understand the issues and priorities for NRHI communications. This individual will develop a project management workplan for NRHI communications including milestones and a timeline, incorporating upcoming NRHI meetings and events, relevant key events in the health care industry, and execute the workplan with efficiency and timeliness. The manager will work collaboratively with project leads to develop and implement communication strategy and plans to achieve project objectives and deliverables.

This person will work closely with NRHI's national communication partner as it develops the national strategic approach for NRHI communications. This includes oversight for vendor management in support of NRHI's communication plan execution and managing the work of other communications team members.

A key responsibility is to engage the membership and potential members with the understanding that NRHI exists to provide support to its members. For NRHI's external audiences, a priority will be maintaining a consistent image and branding of NRHI while conveying programmatic information to the membership.

The Manager of Communications will be responsible for organization of collateral and content available to NRHI Staff and stakeholders (i.e. brand standards guides, templates, relevant articles and reports).

Currently, this is a full-time position. The position is based in Portland, Maine. Please submit resume and cover letter to LRobins@nrhi.org

Additional capabilities and skills include:

Communication Skills: Exceptional and demonstrated ability to communicate effectively, both written and verbally with impeccable spelling, grammar, and consistent voice while keeping in mind the vision of the organization.

Marketing Skills: Expertise in social media outlets, web design (including HTML and Flash), and company branding.

Organizational Skills: Superior organizational and project management skills with ability maintain a database and flexibility to consistently meet shifting priorities and deadlines.

In summary, the ideal candidate will be experienced in a wide range of communication and design skills. This person must be confident, well organized, and comfortable working in a fast paced environment with a high level of professionalism. Confidentiality is a fundamental expectation, as well as exceptional written and verbal communication skills, strong decision making ability and sharp attention to details. Demonstrated judgment and ability to effectively handle problems quickly and efficiently is also essential.

Requirements:

- Bachelors or masters degree from a recognized college or university with a major study in Communications, Web Design, or similar field
- 5+ years experience in communications, preferably in the healthcare field
- Exceedingly strong implementation and management skills
- Experience with web design and social media
- Demonstrated leadership and vision in managing external communications of behalf of a company or organization
- Excellent interpersonal skills, with an open and collaborative work style and commitment to get the job done
- Excellent communication skills, both verbal and written
- Demonstrated commitment to high professional ethical standards
- Ability to look at situations from several points of view
- High comfort level working in ambiguity and a diverse, fast-paced environment
- Team player and ability to leverage and collaborate across various organizational projects