

ADAMH Board of Franklin County

Job Posting

Position Title: Senior Director of Public Affairs

Primary Responsibilities/Expected Outcomes:

- Oversees ADAMH's annual strategic communications and community relations plan to create awareness of the importance of ADAMH services throughout Franklin County, relating to alcohol, drug and mental health care and supporting data. This includes the annual anti-stigma campaign as well as issue-specific campaigns (i.e. opiates and suicide).
- Oversees the implementation of the annual comprehensive Public Affairs strategic plan for the review and approval of Chief Executive Officer that incorporates the budget and staff resources necessary to execute the plan.
- Oversees all written publications and marketing collateral materials, including the digital communication efforts including web page and social media platforms as well as other types of communication tools, to ensure that public materials adhere to established ADAMH messages.
- Works collaboratively with other team members and system agencies to design, produce and distribute press releases, newsletters, presentations and publications concerning importance of alcohol, drug and mental health services as it relates to overall health.
- Oversees the management of Public Affairs team activities. Coaches and practices behaviors related to equity, quality, customer services, cooperation, empowerment, inclusion and trust within the evolving organizational culture; provides leadership and direction, and evaluates employee performance in planning, implementing, and achieving accountability measures and outcomes.
- Directs ADAMH's proactive and reactive media plans. Builds relationships among all media representatives who potentially cover Franklin County human services and community relations.
- Coordinates outreach and education efforts among diverse Franklin County community stakeholders and constituencies, in part through a volunteer program, to promote the value in ADAMH safety net services and network partners programs.
- Serves as the brand ambassador for the organization to ensure brand consistency, internally and externally.
- Represents the ADAMH Board professionally in relationships and public speaking opportunities with various constituency groups, community leaders and with the general public.

- Serves as the executive editor for the ADAMH's external communication vehicles.
- With senior team members, develops advocacy, earned and paid media opportunities as needed, including but not limited to paid advertising plan including print, radio, television and digital.
- Uses research (focus groups, polling, etc.) to develop key messages to diverse audiences. Collaborates with external partners and senior team on strategies to engage culturally and economically diverse communities.
- Develops talking points, speeches, budget testimony and relevant documents for ADAMH senior team members, board members and content experts.
- Manages public affairs budget to efficiently achieve goals.
- Manages corporate and community sponsorships.
- Lead staff person for Board of Trustee communications and logistics for monthly board meetings.
- Ensures the organization adheres to the Ohio Sunshine Law by overseeing public information requests.
- Performs other duties requiring similar skills.

Core Competencies/Demonstrated Skills:

- Education:* Bachelor's Degree in Journalism, Public Relations, Communications or related field, or equivalent combination of education and experience. Master's Degree preferred.
- Experience:* Five years' experience in public relations, community relations, government affairs or communications position, preferably in a public institution. Two years successful supervisory experience.
- Skills:* Excellent written and verbal communication, problem-solving and leadership skills. Strong strategic communications, community relations and media relations experience.
- Demonstrated experience in navigating collaborative environments and organizational change.
- Demonstrated experience and competence engaging and communicating with economically and culturally diverse families and populations, as well as other unique communities.
- Experience working with non-profit and/or public entities is strongly preferred

Please submit resume and cover letter to humanresources@adamhfranklin.org

Applications received until position is filled.

No phone calls please.

EOE

This is not a full job description.

