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| Title: Director of Communications | FLSA Status: Exempt |
| Grade: | Reports To: CAO |
| Location: Home Office/Remote | Rev. No. / Effective Date: March 15, 2021 |

***Position Summary:***

The Guardian Healthcare Director of Communications designs and implements all manner of internal and external communication strategies such as working to manage public relations responses and proactive statements to media and communities, supervising and helping to create marketing campaigns, serving as a liaison with the media and directing the publication of promotional materials.

Travel will be expected for this position, with some occurring during evening and weekend hours to attend networking events and to site locations.

***Essential Functions:***

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* Serves as the front line contact for all sites and media response using the Guardian Healthcare playbook.
* Assess and strengthen internal communication platforms to ensure reliable and consistent communication to all Guardian Healthcare caregivers.
* Strives to proactively communicate the Guardian Healthcare’s mission and vision to the general public and all stakeholders.  
  Cultivates and maintains contacts in various media outlets.
* Writes and distributes press releases and responses.
* Helps create marketing campaigns to promote new services.
* Provides internal information to employees regarding changes in the company or other helpful information.
* Supervises the work and activities of the communications staff.
* Helps with photo editing, document design according to company guidelines and manages the publication of company newsletters.  
  Assists in designing and updating a company logo, marketing brochures or other promotional materials.
* Contributes to the company website and helps maintain it.  
  Writes annual reports, opinion/editorial pieces for news outlets and speeches/press statements for senior managers and directors in the company.
* Participates in the design of a corporate framework for internal communications by use of the intranet.
* Participates in market research projects to measure the success of a marketing campaign.  
  Communicates strategies and results to stakeholders.

***Competencies:***

1. Customer/Client Focus
2. Ethical Conduct
3. Initiative/Personal Effectiveness/Credibility
4. Stress Management/Composure
5. Teamwork Orientation
6. Strong business acumen with healthcare experience

***Supervisory Responsibilities:***

This position will supervise the communications team.

***Work Environment:***

While performing the duties of this job, the employee is in an office environment that has controlled heat and cold. The noise level is moderate to quiet. Remote work assignments are also available.

***Physical Demands:*** (*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*)

While performing the duties of this job, the employee is regularly required to talk and hear.

This position requires a variety of activity levels including frequent sitting at a work station, occasional standing, walking, rarely bending, kneeling, stooping, crouching, crawling and climbing. The employee may be required to occasionally lift items up to 30 lbs. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

***Education / Experience:*** *(Indicate education based on requirements that are job-related and consistent with business necessity. If item is “preferred” indicate so. See example below)*

* Bachelor’s degree in communications, journalism, English or a related field required.
* Master’s degree in a communications-related field preferred.
* Experience working on a communications team in healthcare.

***Other Duties***

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

***Signatures*** (*This job description has been approved by all levels of management)*

Manager\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date

HR\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date