

CUYAHOGA COUNTY

BOARD OF HEALTH

YOUR TRUSTED SOURCE FOR PUBLIC HEALTH INFORMATION

POSITION AVAILABLE

Position: Director, External Affairs
Reports to: Health Commissioner
Position to be filled: March 11, 2024

Starting Salary: \$86,436 annually
Hours: Mon.– Fri., 8:30 a.m. to 4:30 p.m.

Vaccine Policy: Effective November 1, 2021, all new hires will need to meet COVID and Influenza vaccine requirements or request an exemption as outlined in the CCBH Vaccination Policy.

Minimum Requirements:

- Bachelor's degree in Communications, Public Relations, Health Education, or related field.
- Minimum of eight years of media, communications, or public relations experience OR ten years of experience (with an Associate's degree) OR six years of experience (with a Master's degree).
- Valid State of Ohio driver's license and insurance at time of appointment.
- Strong understanding of administrative principles, practices, and challenges. Familiarity with organizational management, operational efficiency, financial administration, human resources, and relevant legislation.
- Familiarity with public health regulatory standards and policies.
- Good political acumen and understanding of the political landscape.
- Strong proficiency in utilizing social media platforms and digital communication tools for engaging with the public, disseminating information, and managing online reputation.
- Strong proficiency with use of PC hardware & basic software (i.e., Microsoft office), email, audio/visual, and office equipment (i.e., recording equipment, copier, fax, scanner, telephone, etc.).
- Ability to develop and execute a comprehensive communication strategy including crafting key messages, identifying target audiences, and utilizing appropriate communication channels to effectively convey initiatives and achievements.
- Excellent written and verbal communication skills for drafting speeches, press releases, statements, and other official communications on behalf of the Health Commissioner.
- Ability to manage communication during crisis situations including developing crisis communication plans, handling media inquiries during emergencies or controversies, and providing accurate and timely information to the public while maintaining transparency and managing public perception.
- Strong leadership skills to oversee the communications activities, provide guidance and feedback, foster a collaborative environment, and ensure the delivery of high-quality communication materials.
- Ability to develop and nurture relationships with internal stakeholders, community leaders, civic organizations, and other relevant entities.
- Ability to adapt, be flexible, and quickly adjust communication strategies to address emerging issues or shifting priorities.
- Ability to communicate and effectively interact with people across cultures, ranges of ability, genders, ethnicities, and races.
- Ability to develop communication strategies that resonate with diverse populations, promote inclusivity, and address equity considerations in messaging and engagement efforts.
- Ability to use data metrics for analyzing various communication strategies and performance related to email, direct mail, website, and other communication efforts.
- Ability to prioritize and manage multiple projects and responsibilities.
- Strong attention to detail, accuracy, and ability to maintain confidentiality.
- Mathematical aptitude necessary to develop budgets and monitor expenditures.

Responsibilities:

- Serves as a member of CCBH's Senior Leadership Team. Participates in the creation and execution of the CCBH's vision, mission, and strategic plan.
- Develops and implement strategic initiatives that enhance public relations and communications efficiency of CCBH.
- Serves as liaison to Mayors' Offices, City Councils, Philanthropies, and other public stakeholders.
- Directs the day-to-day activities of service area direct reports including hiring, training, counseling, evaluating staff performance, and when necessary recommending disciplining and/or discharging staff.
- Creates and implements communications strategies for CCBH to advance advocacy priorities, attract new partners, and better serve the agency's network of residents, funders, & peers.
- Coordinates interdepartmental collaborations to ensure effective communication and synergy among different CCBH programs.
- Evaluates the effectiveness of communications initiatives for continuous improvement.
- Analyzes, campaigns, and communications efforts to make data-informed decisions concerning effectiveness and areas for improvement.
- Supports the Health Commissioner and Service Area Directors in decision-making processes related to communication strategies.
- Implements and maintains the CCBH speaker's bureau.
- Coordinates with the Operations Administrator to arrange community engagement logistics and scheduling for the Health Commissioner and others as needed.
- Leads work to prepare Health Commissioner and others for external meetings.
- During emergency situations, ensures clear coordination between Joint Information Center communication professionals and the Emergency Operations Center.
- Extracts information from databases (i.e., Enterprise, etc.) and develops reports for delivery to internal and external customers.
- Coordinates the production of the CCBH annual report.

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Responsibilities (cont.):

- Provides media training and technical assistance (including guidance on best practices) to other staff members and partners to support advocacy.
- Prepares post-event acknowledgments and debriefs.
- Attends day, evening and weekend meetings/events as required.
- Collaborates with internal and external partners on special projects as assigned. Represents the agency at CCBH board meetings.
- Provides leadership and direction in public health emergency activities.
- Performs other duties as assigned.

Please complete the online application on our website, www.ccbh.net/jobs
All applicants are required to upload a resume and include a cover letter with their application.

Deadline to Apply: January 5, 2024
Bilingual Applicants Welcome

Employees hired for a position that is funded in whole or in part by a designated funding source may be laid off when the funding source is reduced or eliminated.

THIS AGENCY IS AN EQUAL PROVIDER OF SERVICES AND AN EQUAL EMPLOYMENT OPPORTUNITY
EMPLOYER CIVIL RIGHTS ACT 1964
THIS EMPLOYER PARTICIPATES IN E-VERIFY

All employees hired for a position must be legally authorized to work in the United States without requiring sponsorship for employment visa status now or in the future.

Benefits offered at CCBH

(for employees working at least 40 hours per pay period/Bi-weekly):

- Medical (full time employees responsible for 10% of premium)
- Dental (full time employees responsible for 10% of premium)
- Vision
- Public Employee Retirement System (PERS)
- Deferred Compensation
- FSA Health and Dependent Care
- Tuition Reimbursement
- Holidays (14 paid per year)
- Vacation Time (13 paid days per year for new service PERS members*)
- Sick Time (15 paid days per year*)
- Personal Days (up to 3 paid per year)
- Agency-paid Life Insurance
- Additional Voluntary Life Insurance
- Voluntary Identity Theft Protection
- Voluntary Critical Illness
- Voluntary Accident Insurance
- Employee Assistance Program
- Free Parking Onsite
- Remote work from home available up to two days per week with approval after the completion of a minimum of 60 days of employment.
- Alternate work schedule or changes in work schedule available after the initial training period with approval. Core work hours of 10 am to 2 pm are required of all staff.

*Benefit is prorated based on start date