

# +Communications Director

## About the Job

The Director of Communications will be a strategic member of the Memorial Communication Council, using their experience and talent to lead the organization in the creation of our communication strategy; formulating, developing, and implementing policies, as well as providing overall direction in communicating the enterprise's Vision, Values and Strategic Direction.

As the Director of Communications, your mission will be to develop the strategy, plans and programs to protect and solidify Memorial's Brand within the community. In this role, you'll be the key voice and educator working with other hospital leadership to identify communication objectives as key decisions are made. You'll work with the Communications staff to develop communication plans for those key decisions as well as to ensure all stakeholders and employees understand and can consistently represent the Memorial's strategic direction. This position requires a highly motivated and creative management-level individual who thinks strategically. Must be proactive in anticipating needs of senior management and responsive to potential perception challenges.

This person will also proactively coach and manage the internal and external communications team, guide all system-wide communication activities, generate new and innovative communication and public relations strategies, and lead communication collaboration across the enterprise.

### Position Responsibilities:

- Direct tactical execution of public relations that effectively describe and promote the hospital.
- Collaborate with the Communications Council to develop the strategic communication objectives of the hospital.
- Ensure communications plans are consistent with Memorial values, goals and business strategies.
- Identify and communicate a tangible identity to support Memorial's culture, and to positively portray awareness of Company Vision, Values and Strategic Direction.
- Interview, hire, and counsel direct report employees-Graphic Designer, Web Master, Marketing Manager, Corporate Communications Manager, Physician Practice Communications Manager (.5), Community Outreach Manager, North Star Lodge Communications Specialist, Administrative Support (.5), and other staff as assigned. Delegate activities to appointed staff and managers. Ensure that responsibilities, authorities, and accountability of all subordinates are defined and understood.
- Manage Department budget.
- Develop, enhance, and maintain solid relationships with media and shareholders. Generate consistent, positive exposure of Memorial.
- Direct the development of key corporate messages and plans for dissemination of information to the public.
- Direct the creation and delivery of internal communications using a variety of channels and communicate a consistent, constructive corporate culture.
- Identify, create, and maximize publicity opportunities using a number of targeted disciplines to support Company initiatives. Direct the development of messages, materials, and programs to promote initiatives.
- Oversee public events to promote a positive Company culture.
- Counsel management on effective communications strategies.
- Manage content and roadmap of intranet and corporate website.
- Develop and conduct public opinion research.

**Position Requirements:**

- Bachelor's degree or equivalent required.
- 15+ years of related experience is required.
- Previous experience in building communications functions and media relations is required.
- Ability to effectively communicate with individuals at all levels in the Company and with various business and media contacts outside of the Company in an articulate, professional manner.
- Excellent writing and verbal skills.
- Ability to quickly develop credibility at an executive level, as well as with the media.
- Ability to manage a team of associates and multiple projects simultaneously.
- Ability to make operational management decisions in response to changing objectives or environments.
- Ability to work in a fast-paced, team environment and provide consistent, high-quality work product.
- Considerable knowledge of public relations and the media, including concepts, practices, and procedures.
- Ability to understand Company strategies and apply those strategies to communications efforts.
- Strategic thinking and planning skills.