
Job Title	Director of Communications and External Affairs
PVN ID	HC-1802-002358
Category	Managerial and Professional
Location	HUNTER COLLEGE

Department

Status	Full Time
Salary	Depends on qualifications
Hour(s) a Week	35
Closing Date	Jun 01, 2018 (Or Until Filled)

General Description

The New York City Mental Health Service Corps (MHSC) is a key initiative of Thrive NYC: A Mental Health Roadmap for All— a comprehensive public health approach to mental health designed to promote and protect the wellbeing of all New Yorkers. The MHSC fills the too long neglected gaps in mental health and substance use services throughout NYC by creating a corps of approximately 400 mental health clinicians placed in high-need communities. Through best practices and a better design of care, the initiative will increase the diversity of behavioral health clinicians in the workforce and strengthen care where it is needed the most.

MHSC focuses on the recruitment, training, and support of early career social workers and licensed mental health counselors to become fully licensed behavioral health clinicians with a specific focus on incorporating evidence-based practices in primary care and behavioral health settings throughout New York City. Through a structured supervision system and task-shifting model, clinicians are able to obtain advanced licensure through the MHSC and strengthen their own capacity to be able to provide sound behavioral health services in marginalized communities and populations. MHSC is a city-funded program housed under Hunter College, CUNY and the Research Foundation of CUNY. All MHSC staff are employees of the Research Foundation of CUNY.

MHSC is seeking an experienced Director of Communications and External Affairs to oversee both the development and execution of communications and external affairs strategies, both internally and externally for a groundbreaking initiative in public mental health in New York City.

The Director of Communications and External Affairs will help to strengthen and refine MHSC's internal and external communications infrastructure, connect our stakeholders and MHSC staff through internal and external digital platforms, expand visibility and facilitate engagement with various stakeholders, improve online presence, and expand MHSC's brand recognition and appreciation in accordance with the values and commitment to inclusion that is inherent in MHSC's mission and purpose. The ideal candidate must be a clear and enthusiastic communicator with strong media knowledge, marketing savvy and writing skills.

Other Duties

- Develops and implements strategic planning and processes for all MHSC communications and external affairs matters.
- Oversees the logistics, preparation, coordination and execution of all internal and external affairs including stakeholder convening's, as well as, other forums for Corps clinicians, MHSC practice sites, and all external organizations.
- Ensures cohesion and consistency in the presentation of MHSC's brand and core language (history, mission and program) on all marketing materials, products, presentations and communications. Continuously refines and pursues strategic ways to innovate and advance MHSC's brand.
- Develops and oversees the design, writing, editing, production, dissemination and maintenance of all written and electronic communications, including promotional materials, press releases, newsletters, annual reports, presentations and event materials.
- Facilitates and oversees the selection, development and implementation of all digital platforms for staff and stakeholders including but not limited to mobile phones and applications, intranet, text-messaging based systems, teleconferencing systems, social media, administrative and other relevant platforms as deemed appropriate.
- Develops and oversees strategy for MHSC's online presence. Plans for periodic content review and updating. Manages special projects related to web development or design as needed.
- Oversees and supervises a team who creates and maintains internal/external communication platforms, internal databases, public relations and social media efforts. Provides leadership and coaching to encourage growth and development.
- Works laterally and in accordance with the rules and regulations of the Department of Health and Mental Hygiene, RF-CUNY, CUNY and Hunter College.
- Partner with MHSC leaders to proactively identify organizational challenges and opportunities and makes recommendations to address issues.
- Leads inter-departmental and collaborative efforts to message initiatives/changes to all MHSC employees (including headquarters staff, early career clinicians, and field staff) and external partners.
- Liaise with all stakeholders including RF-CUNY, CUNY, Hunter, MHSC-participating sites, DOHMH and MHSC leadership to ensure timely and effective management as it relates to all communication and external affairs issues.

Qualifications

- At minimum 10 years' experience, demonstrating progressively increasing responsibility, with demonstrated success in all or most of the functional areas (i.e., communications, external affairs, marketing, and strategic development)
- Proven experience with project management, developing work plans and collaboration with other team members
- Must have good time management skills, work well under pressure, work independently and have the

ability to multi-task

- Must be comfortable in ambiguous and rapidly evolving situations
- Superior communication skills (interpersonal, written, oral and presentation) and strong computer skills (MS office suite, creative suite programs, social media tools, etc.)
- Must be detailed-oriented, flexible, creative, discrete, professional, and resourceful
- Experience in health and human services is highly desirable
- Experience in a high growth start-up environment and its associated pace is a plus
- Bachelor's Degree required
- Master's degree in communications or a related field is preferred