



Choctaw Health Center

Administration
210 Hospital Circle
Choctaw, MS 39350-6781
601.389.4250

JOB ANNOUNCEMENT #561105

POSITION TITLE: Communications & Media Relations Specialist
GRADE: Grade 14
SUPERVISOR: Human Resources Director
Type of Employment: Regular Full Time/Non-Exempt
OPENING DATE: **APRIL 21, 2021** APR 21 2021
CLOSING DATE: **APRIL 28, 2021 OR UNTIL FILLED**

Mission Statement: The mission of the Choctaw Health Department is to raise the health status of the Choctaw people to the highest level possible.

Vision Statement: Our Vision is to achieve a healthy community through holistic health services in a culturally sensitive environment, in partnership with satisfied customers, dedicated employees, and the Choctaw community.

SCOPE OF SERVICE AND EFFECT:

The Choctaw Health Center is a medical facility with an array of health services centrally located in Choctaw, Mississippi on the Mississippi Band of Choctaw Indians Reservation. The tribe consists of 8 communities in Mississippi: Bogue Chitto, Bogue Homa, Conehatta, Crystal Ridge, Pearl River, Red Water, Standing Pine, and Tucker including a tribal community in Henning, TN. The Choctaw Health Center also operated three satellite clinics in the provision of health services.

Under the general supervisor of the Choctaw Health Center's Human Resources Director, the Communications & Media Relations Specialist is responsible for the development of strategic internal and external communications plans that support the overall perception, knowledge and understanding of the overarching brand development that aligns with Choctaw Health Center's mission, vision and core values. Major areas to focus for these activities would include CHC, and three outlying community clinic's reputation enhancement providers, managed care partner and employees. The Communications & Media Relations Specialist would be tasked with developing monitoring tools, measures of success and reporting to gauge and ensure the effectiveness of the department in reaching established goals. This position would have oversight of the organization's website and social media presence, along with internal and external communications and public relations activities. Reporting to the Human Resources Director, this position will work collaboratively with the supervisor and Health Director to ensure that communication strategy goals and marketing strategy goals are well aligned. This person will respond to

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media inquiries, schedule interviews, arranges and plans media events and visits, serves as staff writer and editor as necessary, writes press releases and proactively pitches news stories to various media and provides follow up.

DUTIES AND RESPONSIBILITIES:

1. Supports the strategic communications of the organization brand development and ongoing perception and reputation initiatives for the health system.
2. Collaborates with hospital leadership, physicians, and clinical directors to identify key messaging platforms and best practices to disseminate those messages.
3. Provides oversight to ensure the effective execution of tactical plans in support of the organizations signature communications goals and objectives, and monitors progress and achievement of these goals and objectives.
4. Works collaboratively with supervisor and Health Director to ensure that major marketing and communications plans are being executed in concert with the organization's strategic plan initiatives.
5. Responsible for supporting a wide variety of marketing and communications initiatives for CHC. This includes the creation of advertising and collateral material, content development, digit marketing and internal communications. The incumbent is comfortable handling multiple projects in a very fast paced environment.
6. Brainstorms and develop ideas for creative marketing campaigns including creating presentation and metrics charts to assist with ease of communicating desired messaging.
7. Develops quality, compelling content for print, digital, web and internal communication platforms. Uses social media platforms to promote hospital service lines as a positive syndicate to the public.
8. Develops high impact communication strategies, channels and vehicles including use of multiple social media platforms to promote engagement with key constituencies and support the overall integrity of CHC's culture of commitment to excellence within the healthcare system.
9. Ensure that public and internal website content, design and visual presentation are current and of high quality to communicate information about CHC and its related programs and priorities to target audiences.
10. Works collaborative with program supervisors, leadership, and medical staff to coordinate brand awareness and marketing efforts.
11. Conducts market research to find answers about consumer requirements, habits and trends.
12. Liaise with external vendors and media to execute promotional events, facility tours, and campaigns.
13. Responsible for order management and processing of CHC promotional products through procurement, processing, and collaboration with vendors to ensure accurate and timely shipment and delivery of products.
14. Serves as primary liaison between the institution and the media, developing and implementing media plans. Responds to media inquiries, schedules interview, arranges and plans media events and visits, serves as a staff writer and editor as necessary. Writes press releases and proactively pitches new stories to various media and provides follow up. Will serve as public contact for media relations during emergency codes and Incident Command initiations with the MBCI Public Information Officer, including after hours if needed.

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15. Serves in editing and/or writing capacity for various publications produced by program departments. Produces monthly/bi-weekly/weekly newsletters and communication materials for the hospital/clinics and follows set guidelines for approval on all written communication.
16. Demonstrates problem solving, conflict resolution and positive communication through teamwork.
17. Participate in meetings and trainings, serves on hospital committees and may serve as the Chair for Ad Hoc meetings.
18. Performs other duties as needed to promote the health system including assisting with events and communication projects as needed.
19. Perform all other duties, special assignments and or strategic projects as needed and assigned by the Supervisor and Health Director related to the responsibilities and qualifications.

QUALIFICATIONS:

1. Master's Degree in Communications, Journalism, Marketing, Public Relations or closely related field. Knowledgeable of theories, principles and concepts normally acquired through completion of a degree in these fields. **MUST BE ATTACHED TO THE APPLICATION.**
2. Requires work experience as a public relations professional with two years in relevant field of: Healthcare advertising, or similar environment preferred or position that utilizes standard journalistic interviewing, research, editing and writing skills.
3. Requires critical thinking skills, decisive judgement and the ability to work with minimal supervision.
4. Requires the ability to apply professional principles in performing various analyses and the ability to summarize general and specialized information and data.
5. Requires advanced interpersonal, communication and negotiation skills under discretion with an understanding of privacy laws and a demonstrated ability to work with sensitive information and maintain strict confidentiality.
6. Required the analytical ability to collect information from diverse sources, including web-based research and other standard research tools.
7. Must be able to work in a stressful environment and take appropriate action.
8. Possess strong computer skills including Microsoft Office, Adobe Creative Suite and Web Applications.
9. Commitment to the principle of Choctaw Self-Determination.
10. Must possess a valid Mississippi driver's license, automobile liability insurance, reliable transportation and telephone. **ATTACH COPY/PROOF TO APPLICATION.**
11. Successful completion of required criminal background check and pre-employment drug test with favorable/acceptable results.

DISCLAIMER:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

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CONTINUING EDUCATION REQUIREMENTS:

The management and leaders of Choctaw Health Center support education and training designed to maintain and improve the knowledge and skills of all employees throughout the facility.

CHOCTAW HEALTH DEPARTMENT PROPERTIES ARE TOBACCO FREE

In accordance with the Choctaw Health Department Employee Health Program, a pre-employment physical examination is required, and an annual exam is required while employed.

NOTE: The Administrative Personnel Policy and Procedures for the Mississippi Band of Choctaw Indians, Native American Preference, Section II, (A), have been revised and approved as follows:

Further bolstering this Native American preference to promote employment of MBCI members, it is the policy of MBCI to employ person(s) who are not members of MBCI only when no qualified member of MBCI, who has applied for the position, can be or trained or upgraded to fill a given job vacancy within a reasonable period of time at a reasonable cost, then only when a Waiver of Native American Preference has been secured from the Committee on Human Resources, Training and Development on a case-by-case basis.

The authority to waive Native American Preference laws can only be exercised by the Committee on Human Resources, Training and Development. The Committee will exercise its discretion to do so only when a motion is made by a committee member to support such waiver and the Committee determines by reviewing the facts and appropriate person who is not a member of MBCI, or to employ a person who is Native American outside the order of preference set forth in their Policy, can be made by the Committee only for as long as the person who is granted the waiver remains in the position for which the waiver was granted. That waiver does not apply to the other openings which the person who is granted the waiver may request a promotion or transfer for, or apply for. The Committee only has the right to approve or disapprove a waiver that has been requested by Executive Branch supervisors, and has no right to direct, demand, or coerce any Executive Branch supervisor or personnel that any specific applicant other than the one for which waiver is sought, be employed.

IF INTERESTED, SEND APPLICATION TO:

Mississippi Band of Choctaw Indians

Human Resources Department

PO Box 6033, Choctaw Branch

Choctaw, MS 39350

Telephone: (601) 650-1536