



Job Code: 8072

Grade: 24

HCWR: N

Job Title

Chief Communications & Marketing Officer

Department

Administration-Communications

This position is exempt from Career Service under the CCH Personnel Rules.

Job Summary

The Chief Communications & Marketing Officer (CCMO) serves as a key member of the executive team and acts as the strategic communications advisor to the Chief Executive Officer (CEO) and Board of Directors for Cook County Health and Hospitals System (CCHHS). This position leads all communications (crisis and routine), marketing and community relations functions for two hospitals, a network of ambulatory clinics, public health and correctional health as well as a growing Medicaid managed care health plan. In cooperation with the CEO and the CCHHS Board, this position drives the organization's reputation and branding by developing and leading marketing, communications and community relations strategies to support the mission, vision, and goals of each unit within the system. The CCMO oversees both internal and external communication initiatives and efforts as well as serves as an ex-officio member of the Cook County Health Foundation serving as the executive liaison to the foundation's board and executive director. The CCMO is expected to monitor healthcare industry trends, competitive institutions as well as the system's activities and clinical volumes and develop effective strategies to best position CCHHS for success. The CCMO serves as the chief spokesperson to the media, or may designate to the Director of Media the role of spokesperson.

General Administrative Responsibilities

Collective Bargaining

- Review applicable Collective Bargaining Agreements and consult with Labor Relations to generate management proposals
- Participate in collective bargaining negotiations, caucus discussions and working meetings

Discipline

- Document, recommend and effectuate discipline at all levels
- Work closely with labor relations and/or labor counsel to effectuate and enforce applicable Collective Bargaining Agreements
- Initiate, authorize and complete disciplinary action pursuant to CCH system rules, policies, procedures and provision of applicable collective bargaining agreements

Supervision

- Direct and effectuate CCH management policies and practices
- Access and proficiently navigate CCH records system to obtain and review information necessary to execute provisions of applicable collective bargaining agreements



General Administrative Responsibilities

Management

- Contribute to the management of CCH staff and CCH' systemic development and success
- Discuss and develop CCH system policies and procedures
- Consistently use independent judgment to identify operational staffing issues and needs and perform the following functions as necessary; hire, transfer, suspend, layoff, recall, promote, discharge, assign, direct or discipline employees pursuant to applicable Collective Bargaining Agreements
- Work with Labor Relations to discern past practice when necessary

Typical Duties

- Marketing
- Serves as the brand leader for all CCHHS entities and sub-brands.
- Uses market data and trends to develop strategic marketing campaigns designed to improve the system's reputation, drive clinical volumes and retain/recruit members to the CountyCare Health Plan.
- Manages internal marketing staff and external marketing vendor(s) including marketing, market research, media buyer, translation services, etc to ensure the success of marketing efforts and appropriate use of budgetary resources.
- Designs and executes marketing campaigns with measurable results.
- Manage websites for the health system and the health plan.
- Communications
- Develops and executes internal and external communication and messaging strategies and policies to support CCHHS mission, vision, operations goals, and branding efforts.
- Monitors internal and external reputation of CCHHS and develop appropriate response strategies.
- Responsible for editorial direction, design, production and distribution of all publications.
- Ensures that all internal and external communication strategies for the health system, its entities and brands are aligned with system priorities; culturally appropriate; and results-driven.
- Develops and executes robust external communication plans directed at diverse stakeholders around key initiatives such as the annual budget, strategic plan and health plan.
- Researches and writes CEO and executive speeches/presentations and provide media and public speaking coaching.
- Develops and executes robust internal communications strategy effective at reaching more than 6,000 employees at more than 20 locations. Writes and distributes employee newsletters, manage employee intranet site, organize, manage and set agenda for monthly leadership meeting (350+ managers).
- Leads the implementation of a proactive media program and manage media and communications team. Oversees writing, editing, and production of existing and new communication vehicles for print and broadcast media including press releases, press



Typical Duties

conferences, white papers, issue briefs, budget briefing documents, board presentations, etc.

- Manages routine and crisis communication strategies and serve on Hospital Incident Command training requirements.
- Manages routine and crisis communications 24-7-365. Responsible for schedule of after-hours media contacts, carries the media on-call pager and acts as the primary back-up at all times.
- Community Affairs
- Develops and executes multi-cultural community affairs strategy designed to expand the reach of CCHHS, its entities and brands to ensure positive public opinion, drive clinical volumes and health plan membership.
- Manages community affairs director, outreach staff and external (seasonal) vendors to ensure representation and/or participation at community events and health fairs.
- Strategic Planning/Board Relations
- Assists in the development and review of agendas for the CCHHS Board of Directors and committee meetings. Attends all board and committee meetings.
- Creates presentations, writes communications and executive memos to the CCHHS Board of Directors.
- Works with the CEO and CCHHS Board of Directors, provides executive leadership in the development of the system's strategic plan and other major initiatives.
- Serves as an ex-officio member of the Cook County Health Foundation, serves as the Foundation's primary contact with the system and support the Foundation's work including event planning, fundraising and proposal writing

Reporting Relationship

Reports to the Chief Executive Officer-CCHHS

Minimum Qualifications

- B.A. in Journalism, Communications, Marketing Communications, or Liberal Arts.
- Ten (10) years progressive, professional experience in communications or marketing
- Five (5) years' experience managing professional communications staff
- Three (3) years of prior experience leading the communications or marketing function within a large public or private institution responsible for the delivery of healthcare
- Prior experience in oversight of the following functions (may be asked to provide a portfolio of items published under the candidates direction):
- Marketing campaigns
- Communications inclusive of crisis communication and media relations
- Community relations event planning
- Internal and external publications such as campaigns, newsletters, Board presentations, performance reports etc.
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- Availability to accommodate the urgent deadlines as well as the unusual and often extended schedules of the media or to advise and represent CCHHS leadership in times of crises



Minimum Qualifications

- Strong knowledge of recent healthcare reform movements and their implication on delivery of healthcare
- Prior experience developing and managing media, publication, and communication budgets

Preferred Qualifications

- Educational background in related field of science or healthcare
- Master's degree
- Prior experience in a communications role within a public health environment

Knowledge, Skills, Abilities and Other Characteristics

- Analytical, strategic and results driven leadership and management skills; demonstrated success in leading through influence
- Ability to grasp and effectively communicate the mission and strategic goals of a large public healthcare system
- Strong interpersonal skills:
- Ability to work cooperatively and efficiently with a variety of people throughout the Hospital system, including physicians, researchers, and administrators with respect for their expertise or field of interest
- Ability to represent CCHHS to the community and to build relationships with members of local media, elected officials, and external subject matter experts in a manner that will enhance the reputation and effectively convey the mission of CCHHS to the public
- Exceptional written and verbal communications skills
- Ability to manage multiple projects from inception to completion in a timely manner
- Ability to think creatively
- Strong analytical skills
- Ability to work in fast-paced environment with tight deadlines
- Ability to work effectively under strict deadlines with changing priorities
- Ability to be flexible, manage multiple priorities
- Ability to provide leadership and effective supervision for staff
- Ability to work effectively as part of a multidisciplinary team
- Must demonstrate ability to work with health system governing body, community organizations, the media, and various political entities
- Ability to engage in public relations with the media and the community
- Ability to work under pressure and to travel throughout Cook County

Physical and Environmental Demands

This position is functioning within a healthcare environment. The incumbent is responsible for adherence to all hospital and department specific safety requirements. This includes but is not limited to the following policies and procedures: complying with Personal Protective Equipment requirements, hand washing and sanitizing practices, complying with department specific engineering and work practice controls and any other work area safety precautions as specified by hospital wide policy and departmental procedures.



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 intended to be construed as an exhaustive list of all responsibilities, duties and skills required of the personnel so classified.

For purposes of the American with Disabilities Act, “Typical Duties” are essential job functions.