



**Job Code:** 8138

**Grade:** 24

**HCWR:** N

**Job Title**

Director of Public Affairs

**Department**

Administration

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

**Job Summary**

Under the direction of the Chief Communications & Marketing Officer, the Director of Public Affairs (Director) will lead a communications team with high performance capacity and provide strategic counsel and direction on media and public relations to support and advance the mission and goals of Cook County Health (CCH). The Director of Public Affairs uses a deep understanding of the current healthcare environment including but not limited to state and federal health policy, healthcare financing, managed care and social determinants of health to develop and execute an integrated communications strategy to promote and enhance the reputation and visibility of CCH's' mission and services. The Director will serve as the primary media contact, develop and pitch story ideas and build relationships relevant and appropriate relationships throughout Cook County and with local media. The Director will be responsible for all elements of a successful internal and external communications strategy including media relations, social media, website(s) management, white papers and other relevant strategies, for internal communications, Will be responsible for both internal and external communication and must be fully informed about and closely aligned with the vision and strategy of CCH as well as tactical, process and organizational behavior changes required to implement them. Will have regular direct contact with and advise the Chief Executive Officer and key leaders within the organization with regard to policy and internal and external messaging.

**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**

- Develops and implements an organization-wide communications plan, internal and external.
- Provides strategic counsel, briefings and support to CCH leaders to maximize CCH' visibility through media or public presence.
- Actively seeks opportunities to expand CCH's' profile using media and public relations to reach appropriate audiences. This can include speaking opportunities, Cook County and/or CCH- sponsored events, strategic engagement of Board members, Senior Leaders, staff, volunteers, etc.
- Develops and executes a comprehensive social media plan.
- Manages media and public relations team budget.
- Develops and implements appropriate measurement practices and tools for the media team that will demonstrate achievement against the plan plus impact.
- Builds a media relationship database, tracking progress of relationships and interactions between CCH media staff and key reporters, editors, columnists, bloggers, etc.
- Collaborates with other County media and public relations professionals to deliver joint initiatives.
- Works closely with medical staff and CCH leadership to promote and highlight Health System Initiatives.
- Serves as the primary media contact, responding to inquiries by providing relevant background information and coordinating interviews for reporters.
- Manages reactive media relations activities, responding to breaking news by developing and distributing strategic messages.
- Pitches reports, stories and appearances to print and web reporters, columnists, editorial writers, bloggers and broadcast media.
- Organizes press conferences.
- Writes news releases, written statements, media messaging (talking points, Q&A's), letter's to the editor, web and print collateral material and other mission-critical communications materials.
- Assists with writing and editing other CCH communication documents as needed.
- Maintains accurate and comprehensive media lists.
- Leverages social and new media technologies and other resources to expand CCHs' visibility. This includes video and web applications.



### **Typical Duties**

- Serves as a media spokesperson for CCH, when appropriate.
- Tracks all PR efforts and measures the results.
- Periodically reviews and revises the PR strategy, evaluating its effectiveness and identifying new opportunities.
- Schedules and coordinates high profile special events and projects.
- Works closely with the Executive Team and advises departments on the optimum approach in public relations and communications.
- Works closely with team members to ensure that the CCH (and other websites) are regularly updated and that information is accurate.
- Must be available in the evenings and on weekends to handle media calls.
- The incumbent will work effectively and collaboratively in support of building a team-based, problem-solving work culture.
- Perform all duties appropriately for a multi-cultural environment, treating all persons with dignity and respect, and be familiar with and committed to the mission and goals of CCH.
- Serves as a professional and conscientious representative of CCH, maintaining confidentiality of appropriate information.
- Responsible for the CCH webpage and intranet site; works with key leaders to update appropriate sections of the sites and works closely with Information Systems when and as needed.
- Performs related work as required.

### **Reporting Relationship**

Reports to the Chief Communications & Marketing Officer

### **Minimum Qualifications**

- Bachelor's degree or higher in journalism, communications, public relations or related field from an accredited college or university
- Seven (7) years of communications experience
- Four (4) years managing communication programs in a professional services, not-for-profit and/or healthcare environment
- Three (3) years of experience successfully leading and managing a team
- Experience in video production and print communication.
- Experience using social media platforms.
- Prior experience in managing websites and intranet pages.
- Proficiency with Microsoft Word, PowerPoint, email (Outlook), Internet and Excel.
- Duties may involve local travel to locations within Cook County
- Excellent writing skills (The candidate will be required to provide a writing sample at time of interview)

### **Preferred Qualifications**

- Master's Degree in communications, journalism, marketing or a related field
- Deep understanding of the current state and federal policy environment driving changes in the healthcare industry



**Preferred Qualifications**

- Four (4) years managing communication programs in a professional services, not-for-profit and/or healthcare environment in a hospital setting
- Experience working in a complex healthcare system that includes at least one (1) hospital

**Knowledge, Skills, Abilities and Other Characteristics**

- Exceptional written and verbal communications skills.
- Solid administrative skills, including strong computer skills.
- Strong project management and planning skills.
- Strong analytical and critical thinking skills.
- Results driven leadership and management skills; demonstrated success in leading through influence.
- Strong interpersonal and organizational skills with multi-tasking capabilities.
- Ability to think creatively.
- Ability to effectively interface and communicate with a wide range of constituencies.
- Ability to administratively plan, prioritize and organize a large volume of work in a timely and efficient manner.
- Ability to manage multiple projects from inception to completion.
- Ability to work effectively with local media, other employees and professionals, elected officials, and the general public.
- Ability to work in fast-paced environment with tight deadlines.
- Ability to meet deadlines.
- Ability to be flexible, manage multiple priorities.
- Ability to build and maintain strong relationships.

**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.**