



Job Code: 8155

Grade: 24

HCWR: N

Job Title

Department

Associate Chief Communications & Marketing Officer

Administration - Public Relations

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

Job Summary

The Associate Chief Communications & Marketing Officer (ACCMO) leads the Public Relations and corporate communications team and provides strategic counsel and direction on media, public relations, operations and policy to support and advance the mission and goals of Cook County Health (CCH). The ACCMO 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. Develops and advances the strategy and voice for c-suite executive communications, including speaking engagements, presentations, reports, white papers, media interviews, media preparations and internal communications. The ACCMO serves as the primary media contact, develops and pitches story ideas and builds relevant and appropriate relationships with local, state and national media outlets. Responsible for all elements of a successful internal and external communications strategy including media relations, social media, website(s) management, and other relevant strategies. The ACCMO, alongside the Chief Communications & Marketing Officer, has direct contact with and advises the Chief Executive Officer and key leaders within the organization. The ACCMO leads the Public Relations department in the absence of the Chief Communications & Marketing Officer .

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

- Communications
- Develops and implements internal and external organization-wide communications plan to advance the organization's goals.
- Working closely with leadership, creates corporate communications materials, particularly presentations, reports, white papers and speeches.
- Builds and maintains media relationships, tracking progress of relationships and interactions between CCH media staff and key reporters, editors, columnists, bloggers, etc. Maintains updated media database.
- Serves as the lead media spokesperson for CCH, responding to inquiries by providing relevant background information and coordinating interviews for reporters.
- Guides 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.
- Identifies relevant stories and organizes press conferences, events or other activities to position CCH and its brands.
- Writes and edits news releases, reports, white papers, statements, media messaging (talking points, Q&A's), letter's to the editor, web and print collateral material and other mission-critical communications materials. Writes and edits internal communication documents, as needed.
- Tracks all PR efforts and measures the results.
- Periodically reviews and revises the PR strategy, evaluating its effectiveness and identifying new opportunities.
- Advises departments on the optimum approach in public relations and communications.
- Establishes CCH executives as thought leaders.
- Collaborates with other County media and public relations professionals to deliver joint initiatives.
- CCH's reputation,
- Plan.
- visibility
- updated and that



Typical Duties

- closely with
- in the development
- drive clinical volumes and retain/recruit members to the CountyCare Health
- Designs and executes marketing campaigns with measurable results.
- Develops and executes a comprehensive social media plan to expand CCHs'
- Oversees staff to ensure that the CCH (and other websites) are regularly
- information is accurate.
- Works with key leaders to update appropriate sections of the sites and works
- Information Technology (IT) when and as needed.
- Works with external vendors or agencies in the execution of marketing initiatives.
- In collaboration with the community affairs team, recommends and assists
- and execution of high profile special events and projects.

Reporting Relationship

Reports to the Chief Communications & Marketing Officer

Minimum Qualifications

- Bachelor's degree or higher in journalism, communications, marketing, healthcare administration or related field from an accredited college or university
- Seven (7) years of professional experience in communications or marketing
- Five (5) years of experience in the healthcare industry
- Three (3) years of experience managing a team
- Experience using social media platforms
- Prior experience managing websites and intranet pages
- Proficiency with Microsoft Office Suite applications
- Must be able to work flexible hours outside of a usual day shift schedule that may include evenings and weekends
- Position may require moderate travel for which the employee must have a valid driver's license/insured vehicle or other equivalent means of transportation for work
- 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, public health or a related field
- Three (3) years of experience managing communication programs in a healthcare environment
- Prior experience working in a complex healthcare system that includes at least one (1) hospital
- Deep understanding of the current state and federal policy environment driving changes in the healthcare industry

Knowledge, Skills, Abilities and Other Characteristics

- Exceptional written and verbal communications skills



Knowledge, Skills, Abilities and Other Characteristics

- 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 work effectively and collaboratively in support of building a team-based, problem-solving work culture
- Ability to perform 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
- 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.