



**Job Code:** 9061  
**Grade:** 23  
**HCWR:** N

**Job Title**  
Corporate Communications Manager

**Department**  
Communications

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

**Job Summary**

The Corporate Communications Manager (CCM) develops, implements and evaluates corporate communications initiatives. The CCM is responsible for the creation of internal and external collateral including presentations, reports, white pagers, talking points, speeches web and social media content. The CCM will work closely with other team members to execute meetings, events, and other activities to promote the organization and its services.

**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

*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**

- Works collaboratively with system public relations and marketing staff to develop and implement innovative programs and strategies that support organization's goals and objectives.
- Develops corporate narrative and messaging and activates throughout communications program.
- Creates compelling, data-driven stories and campaigns that showcase trends, impacts and success.
- Crafts strategic internal and external communications newsletters, reports, intranet, meeting presentations, email, memos, etc.
- Supports the c-suite in the development of speeches, presentations and announcements.
- Manages the home page of the CCH intranet and works with departments across the enterprise to update and refresh departmental content.
- Collaborates with internal and external vendors, e.g., agencies, printers, and CCH staff to develop communications materials and strategies as necessary.
- Assists with the system's social media activities and engages and builds audiences.
- Effectively counsels clinical and administrative leaders on communications matters and represents the communications department within the system and community.
- Keeps accurate documentation of activities and projects, including budgets for each activity.
- Works effectively and communicates clearly with staff, stakeholders and external contacts.
- Monitors productivity and quality standards as well as staff adherence to departmental and organizational guidelines.
- Assists with addressing crisis communications matters.
- Assists with managing the CCH and CountyCare brands.
- Performs other tasks as assigned in support of the department and health system as a whole.

### **Minimum Qualifications**

- Bachelor's Degree in Communications, Journalism, Marketing, Graphic Design or related field from an accredited institution
- Six (6) years of Communications experience
- Two (2) years of experience managing communication programs in a professional services, not-for-profit and/or healthcare environment
- Two (2) years' experience managing and leading others
- 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
- Position requires writing, presentation and/or a test to determine the ability to create a meaningful, attractive presentation
- Prior experience translating leadership goals and work into cohesive presentations and reports
- Knowledge of Microsoft Office Suite applications

### **Preferred Qualifications**

- Knowledge of and experience with in-design and other design platforms



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

- Knowledge of Microsoft Office Suite applications
- Excellent oral and writing skills, with the ability to adapt communications to different audiences and management levels
- High proficiency in creating professional presentations and graphics
- Demonstrated competence in project management with strong communications, design, conceptual, organizational skills
- Keeps abreast of emerging health care trends and legislative changes, as well as any other factors which may impact CCH's positioning by participating in educational activities such as reading professional journals/articles and participating in seminars, webcasts and applicable committees
- Ability to exhibit innovation, creativity, and strong technical aptitude
- 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 provide leadership and effective supervision for staff
- Ability to work effectively as part of a multidisciplinary team
- Ability to represent CCH with tact and diplomacy

**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.**