



**Job Code:** 9368  
**Grade:** 23  
**HCWR:** N

**Job Title**  
Senior Communications Manager

**Department**  
Communications

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

**Job Summary**

Under the direction of the Associate Chief Communication & Marketing Officer, the Senior Communications Manager will develop, implement and evaluate communications and public relations plans. The incumbent is responsible for overseeing the activities for the Cook County Health (CCH), including, but not limited to, internal and external collateral, talking points, speeches, news releases, web and social media content, events promotion, media relations, management and staff development

**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**

- Manages and oversees the communications staff.
- Assists with reviewing PR strategy and evaluating its effectiveness while identifying new opportunities. Assists with tracking PR efforts.
- Works collaboratively with system public relations and marketing staff to develop and implement innovative programs and strategies that support organization's goals and objectives
- Writes, edits and produces copy for a variety of purposes, including news releases, system collateral, and digital content.
- Collaborates with internal and external vendors, e.g., agencies, printers, and CCH staff to develop communications materials and strategies as necessary.
- Reviews, generates and coordinates stories and content for internal and external promotion.
- Acts as a resource for media representatives, providing accurate, timely and appropriate information.
- Manages and oversees CCH'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.
- Assists with media and communication budget preparation.
- 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.
- Serves as a professional and conscientious representative of CCH, maintaining confidentiality of appropriate information.
- Works closely with medical staff and CCH leadership to promote and highlight CCH initiatives.
- Provides assistance to the Community Affairs staff when needed.
- Performs other tasks as assigned in support of the department and CCH as a whole.
- Travels to various locations within CCH.

### **Minimum Qualifications**

- Bachelor's Degree in Communications, Journalism, Marketing or related field from an accredited institution



### **Minimum Qualifications**

- Seven (7) years of communications and marketing experience (including digital expertise)
- Three (3) years managing communication programs and staff
- Duties may involve local travel to locations within Cook County

### **Preferred Qualifications**

- Experience managing communication programs and staff in a not-for-profit and/or healthcare environment
- Bilingual

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

- Working knowledge of personal computers, Microsoft Office (Word, Excel, PowerPoint)
- Excellent oral and writing skills, with the ability to adapt communications to different audiences and management levels
- Demonstrated competence in project management with strong communications, design, conceptual, organizational skills
- Demonstrated ability to work with health system governing body, community organizations, the media, and various political entities
- Keeps abreast of emerging health care trends and legislative changes, as well as any other factors which may impact CCH' 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
- Ability to travel to various locations within the Cook County Health

### **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.**