



Position Description

Director of Communications & Publications

This is a unique opportunity for a dynamic, innovative, and strategic Director of Communications & Publications to join the nation’s only independent, nonprofit 501(c)(3) organization dedicated to public health, health education, and health promotion students and professionals.

This position is responsible for creating and implementing organization-wide and cross-departmental communications and marketing strategies. This individual reports to the CEO and collaborates with national and chapter members, volunteers, staff, and vendors. The individual is an integral part of our fast-paced team that is dedicated to supporting leaders in health education and promotion to advance healthy and equitable communities across the globe.

POSITION SUMMARY

The Director of Communications & Publications manages communications and publication activities and related work of the association including, in collaboration with the CEO, activities related to three peer-reviewed journals. Activities include engagement with members and partners through communications and marketing efforts – email, newsletters, journals, brochures, reports, websites, social media, etc. – and measurement and evaluation of communication activities and channels. The director oversees vendors who provide services to SOPHE members, other internal programs, and journal and publication editors. The director supervises staff and interns as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES
<p>Directs SOPHE’s Communications Department</p> <ul style="list-style-type: none"> • Directs the association’s strategic communication efforts to ensure effective internal and external message alignment with organizational mission, brand, goals, and objectives. • Writes, edits, and disseminates press and news releases. • Reviews, edits, and approves external communications to ensure message and brand consistency. • Promotes SOPHE, its programs, projects, and professional development opportunities to targeted audiences through various communication channels using social and traditional media. • Writes SOPHE’s annual report and other marketing collateral. • Manages the technical development, design, revision, and launch of SOPHE’s websites. • Trains interns in effective communication techniques. • Manages SOPHE’s brand among internal and external publics.

<ul style="list-style-type: none"> Oversees the writing, design, and dissemination of SOPHE’s newsletters, member collateral, fundraising and supporter materials, social media content, reports, advocacy materials, news releases, advisories, emails, etc.
<p>Develops and oversees the communications strategy and editorial content calendar for SOPHE related projects, conferences, programs, grants, summits, meetings, fundraising, health observances, etc.</p> <ul style="list-style-type: none"> Develops the editorial content calendar in collaboration with SOPHE staff and departments. Executes the communication activities and editorial content calendar with the support of SOPHE staff and departments. Serves as the SOPHE liaison to communications and publication vendors. Serves as SOPHE's primary point of contact/spokesperson with communications consultants.
<p>Manages SOPHE’s website and social media content.</p> <ul style="list-style-type: none"> Creates/disseminates communications; reviews content of communications from all departments; assures adherence to SOPHE’s brand guidelines, strategy, and industry best practices. Works across departments to ensure consistency of messaging and adherence to strategic plan. Serves as association’s webmaster by creating, updating, and posting content to the website. Oversees all changes and updates to SOPHE’s website including technical improvements, and enhancements. Serves as liaison to the website developer for improvements and best practices. Fulfills staff requests for communications and marketing support. Promotes community engagement among SOPHE members and stakeholders. Ensures mailing list accuracy and segmentation to optimize the communications delivery and reach. Keeps abreast of membership, marketing, and communications trends for associations.
<p>Assists with management of editorial staff and journal production.</p> <ul style="list-style-type: none"> In collaboration with the CEO, works with journal editors and publisher (currently, Sage) to ensure timely delivery of published journals. Works with editors to highlight, promote and draw attention to monthly issues, special collections, podcasts, other related materials, and supplements. Drafts editorial contract language on behalf of the CEO. Works with the editorial team to keep the website updated and ensure that journal news is included in appropriate communication channels.
<p>Serves as the staff liaison to SOPHE Committees:</p> <ul style="list-style-type: none"> Works in partnership with SOPHE’s Communications Committee or similar (chair, co-chair, and members) to plan, develop and implement strategies for maximum visibility of SOPHE and the health education profession, including National Health Education Week, the annual conference, editorial calendar content, advocacy summit, etc.

Qualifications

- Master's degree with a concentration in communications, health communications, or related discipline.
- 8-10 years' experience, preferably in an association/nonprofit environment.
- Proven ability to select the most appropriate web, social media and mobile communication channels and technologies based on the needs of the target audience and organizational requirements.
- Experience planning and conducting an evaluation as part of a communications effort.
- Experience assessing audience needs and characteristics to incorporate them into a strategic communication plan and message design.
- Demonstrated commitment to advancing diversity, equity, and inclusion.
- Experience with database management and architecture.
- Experience applying best practices in technology adoption and use.
- Competency in web-based content management systems.
- Excellent interpersonal and organizational skills.
- Excellent writing skills.
- Ability to work in teams as well as independently and handle multiple tasks at one time.
- Prior experience working with technology vendors and software developers.
- CHES[®]/MCHES[®] preferred though not required.
- Ability to travel for business (<5%).

Salary Range/Benefits

Full-time exempt position with employer-paid health, dental, and life insurance and other benefits. No relocation expenses provided. SOPHE is an equal opportunity employer.

About SOPHE

The Society for Public Health Education (SOPHE) is a nonprofit association that supports leaders in public health, health education and promotion to advance healthy and equitable communities across the globe. SOPHE members work in health care settings, communities, organizations, schools, universities, worksites, and in local, state, and federal government agencies.

To Apply:

- Provide a cover letter addressing the key responsibilities of the position.
- Provide a complete and up-to-date CV or resume addressing the experience and qualification requirements for the position.
- Position open until filled.
- Send application materials to wdatema@sophe.org.

Questions?

Please email wdatema@sophe.org.