

# Director of Public Relations

**FLSA Classification:** Exempt

**Reports to:** Chief Communications Officer

Salary Range: \$105,000 – \$115,000, DOE

Application deadline: September 23, 2024

To apply, please visit: <https://tinyurl.com/mshfdirectorofpr>

## JOB DESCRIPTION

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### About the Foundation

Mat-Su Health Foundation (MSHF) is the official business name of Valley Hospital Association, Inc., which shares ownership in Mat-Su Regional Medical Center. In this capacity, MSHF board members and representatives actively participate in the governance of Mat-Su's community hospital to protect the community's interest in this important healthcare institution. The MSHF mission is to improve the health and wellness of Alaskans living in the Mat-Su and the tools it uses include grantmaking, convening of local partners, and policy change. The foundation's work has resulted in significant improvements in systems that support the health of Mat-Su residents in areas such as behavioral health, child welfare, crisis response, community connections, workforce development, transportation, housing, and senior services.

### Position Summary

The Director of Public Relations supports the organization's mission, vision, and values as the foundation of its efforts. These include respect and appreciation for Mat-Su's community assets: prevention, access, wellness, fairness, collaboration, and leadership. This individual exemplifies health; is team-focused and positive; and consistently demonstrates respect for the Board of Directors, staff, partners, and community.

Reporting to the Chief Communications Officer, the Director of Public Relations creates and implements strategic communications that tell the foundation's story and raise awareness of its programs among Mat-Su residents, MSHF Board of Directors and members, media, grantees, funding partners, and the public.

### Job Responsibilities

#### Leadership

- Assist the Chief Executive Officer and Chief Communications Officer with communication, public and media relations, and marketing activities.
- Supervise the Communications Associate.
- Work with contractors as needed.

#### Management

##### Content Creation

- Design and execute specific content strategies to meet organizational objectives.
- Create compelling content for traditional, digital and social media to tell the stories of the Foundation's impact in the community.
- Use the wealth of internal Foundation data and research to support communications strategy.
- Work with Communications Associate to develop and implement editorial calendars.

- Create and send regularly scheduled newsletters to a variety of external and internal audiences and create feedback loops where possible to build relationships.
- Provide communications support for the Foundation's programs, including Connect Mat-Su and R.O.C.K. Mat-Su.

### **Crisis Communications**

- Develop and implement crisis communication plans.

### **Measurement and Reporting**

- Track and report on the effectiveness of communication activities, including social media engagement and community outreach efforts.
- Monitor and analyze public opinion and media coverage related to the Foundation and health issues in the region.
- Prepare regular reports for the Chief Communications Officer and executive leadership.

## **Internal/External Relationships**

### **Staff Engagement**

- Help CCO engage staff members in effectively communicating MSHF's mission, values, and impact and help celebrate successes and learning.
- Develop working relationships across departments to enhance inter-departmental collaboration to advance communications goals.
- Create a concrete structure for gathering stories and information from staff.
- Develop relationships and collaborate effectively with operations managers of Connect Mat-Su and R.O.C.K. Mat-Su to ensure cohesive messaging, branding, and delivery methods.
- Help craft internal communications as needed.

### **Community Engagement**

- Manage the Foundation's sponsorship program to achieve PR goals.
- Plan and coordinate events in support of fostering community and stakeholder relationships.

### **Media Relations**

- Develop and maintain strong relationships with local, regional, and national media outlets.
- Write and distribute press releases, media advisories, and other communication materials.
- Serve as a contact for media inquiries and interviews.

## **Health Equity Promotion**

- Ensure that content strategy and implementation and vendor procurement align with the organizational values and commitment to promoting health equity.
- Strive toward equity and inclusion in all interactions.

## **Competencies**

- Ability to build relationships and trust with internal and external audiences.
- An innovative self-starter who can produce strategic and compelling content.

- Demonstrated writing, editing and proofreading skills across a wide variety of mediums.
- Ability to set priorities and remain flexible in a dynamic work environment.
- A keen sense of newsworthiness.
- Ability to translate complicated data, technical and/or scholarly information to sector and mainstream audiences using clear, accessible prose.
- Ability to learn quickly and stay flexible and highly organized in a fast-paced environment with competing demands while maintaining integrity of work product.
- Ability to incorporate and balance the needs of internal stakeholders to produce strategic, compelling content.
- Stellar writing skills and understanding of newswriting techniques.
- Reporting and interviewing skills including the ability to ask effective questions and develop trust/rapport with staff, grantees, and members of the community.
- Collaborative work style and advanced interpersonal skills.

**Education & Experience:**

- Minimum of five years professional experience in corporate communications, public relations, media relations or journalism.
- Media relations and story pitching experience.
- Experience re-purposing content and stories across multiple platforms and mediums.
- Experience using editing software (image, audio and video).
- Proficient in Microsoft Office; a plus if experience in design platforms such as Canva or Adobe Creative Suite.
- Minimum five years' supervisory experience.
- Bachelor's degree in a related field highly preferred.
- Knowledge of the Mat-Su Valley and healthcare a plus.

**Other Duties:** Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

**Work Location:** Wasilla, Alaska

**Work Environment:** Employee will be working in a typical office environment with offices, moderate temperature, and equipment noise.

**Physical Demands:** Employee will be spending considerable time at a desk using a computer terminal and will occasionally be required to use personal vehicle to travel to various locations in the community.

**EEO Statement:** Mat-Su Health Foundation is an equal employment opportunity employer.