

## Director, Communications

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Reports To: President & Chief Executive Officer

### **Description:**

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*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required for this position. Reasonable accommodations may be made, upon request, to enable individuals with disabilities, who otherwise meet the qualifications, to perform the essential functions of the position.*

### **Responsibilities:**

- Participate on RIQI's Senior Leadership Team.
- Share ownership of RIQI objectives overall.
- Manage program- or department-level financials; deliver success criteria within budget constraints.
- Deliver on commitments per agreed timelines.
- Manage staff, vendors, consultants, and/or temporary personnel.
- Be responsible for multiple, simultaneous initiatives/projects.
- Drive continuous improvement in RIQI infrastructure (procedural, operational, technical).
- Represent RIQI within the community and nationally.
- Collaborate with other Directors to achieve results and maximize RIQI-level efficiency.

### **Role: RIQI Communications**

#### **Role Focus:**

- Conceptualize, develop, and execute internal and external communications both at a program-level and at the Institute-level.
- Create communications plans, execute on the plans, and monitor the results.
- Ensure consistency of key messages within and across programs; integrate program-based messaging into holistic RIQI storyline.
- Maintain consistency of design across communication vehicles/purposes.
- Compose content for collateral, advertising and other marketing, grant proposals, case studies, grant/award applications, press releases, etc.
- Develop RIQI's capacity to communicate electronically, including composing content for RIQI's various websites and assuring the sites are updated; developing RIQI's capabilities in the realm of social media and use of innovative communication mechanisms and channels.

- Manage the communications-related aspects of RIQI's events and major announcements.

### **Organizational Interactions for Role:**

#### **Internally:**

- Work closely with the Board, CEO, COO/CIO, Chief Medical Officer, and Directors.
- Provide communications support as a centralized functional unit; be a key resource to Directors' achieving program-based business goals.
- Directly manage staff dedicated to communications work.
- Develop materials for presentations, lectures, speeches, etc.

#### **Externally:**

- Work closely with media, vendors, subcontractors, governance groups, and community groups.

### **Minimum Qualifications**

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#### **Education and Experience**

- Bachelor's degree in Business, Communications, Public Relations, Marketing, or a related field. Master's preferred.
- Demonstrated track record of successfully developing, launching, and executing communication plans.
- 7 years' work experience.

#### **Desired Qualifications**

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- Ability to establish and maintain strong relationships with media representatives.
- Ability to write compelling and persuasive content.
- Experience dealing with executives.
- Superior writing skills.
- Excellent presentation and communication skills.
- Collaborative.
- Graphic design skills.
- Financial management skills.
- Experience designing and managing web-based content.
- Ability to perform in a "management by objective" environment.
- Self-starter; "can-do" attitude.
- Energetic with positive energy.
- "Metrics" mindset.

**Important Skills (not necessarily required):**

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- Experience in healthcare industry.
- Exposure to healthcare IT practices and industry.
- Grant writing experience.
- Website development and implementation.

**Licenses and/or Specialized Knowledge:**

None

**Supervisory Responsibilities:**

This position will manage staff members dedicated to Communications work.

**Work Environment:**

This position will work in normal business office conditions.

**Physical Demands:**

The tasks of this position are typical for working in an office environment. An associate is regularly required to perform tasks while sitting at a desk, using normal hand dexterity. Mobility is required, including standing, moving about, and sitting. Occasional travel out of the office for meetings, etc. may be required. Good vision is required, including both close and distant objects. Must be able to maintain a good attendance record.

**Prepared By:** Laura Adams  
**Date Revised:** January 16, 2012

The statements contained herein reflect information necessary to describe the principle functions of this job, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief, to equalize peak work periods, or to otherwise balance the workload.

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