



COMMUNICATION DIRECTOR JOB DESCRIPTION AND RESPONSIBILITIES

ORGANIZATIONAL BACKGROUND

The Immunization Partnership (TIP) believes healthy communities are those protected from vaccine-preventable diseases. We work to eradicate vaccine-preventable diseases by educating the community, advocating for evidence-based public policy, and supporting immunization best practices. In addition, we develop and coordinate our communities' resources through public and private partnerships.

The Immunization Partnership has an outstanding team of knowledgeable individuals whose backgrounds comprise public health and policy expertise. We value the collaboration of distinct ideas in an effort to launch advocacy initiatives, establish long-lasting partnerships, and conduct grassroots and community education and advocacy programs. The entire staff is passionately committed to eradicating vaccine-preventable diseases.

COMMUNICATIONS DIRECTOR

The Communications Director plays an important communications leadership role in a newly defined vision for the organization. The Communications Director oversees and implements the design and implementation of the organization's overall communications strategy and all external communications including managing traditional and digital media campaigns. These campaigns amplify and expand TIP's message to drive public education and advocacy for vaccination and build TIP's brand in local, state, national, and international markets. The Communications Director helps drive the organization's marketing, brand recognition and voice across traditional and social media platforms. The communications director supports all external communications across departments and programming.

The Communications Director must have experience communicating with a board of directors, donors, legislators, media, and other key stakeholders. Experience should include media or public relations. The ideal candidate is a strategic thinker, creative and innovative, a self-starter and self-motivated, a successful multi-tasker with a sense of urgency, and proactive with communications efforts.

MAJOR RESPONSIBILITIES

Lead and manage communications department and manage relationships with external communications consultants

- Collaborate with the Chief Strategy Officer to develop the organization's communication strategies
- Expand TIP's presence in print, television, and radio across Texas markets to amplify our work
- Develop relationships with key reporters, editorial boards, and producers within local, regional, and national outlets, as well as targeted business and industry media outlets
- Work with TIP program managers on projects to ensure communications and materials align with TIP's mission and strategic plan
- Lead crisis communication efforts for organization
- Work cross functionally with Chief Operating Officer and Chief Development Officer to develop collateral materials such as the annual report, research publications, and fundraising campaigns

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- Develop and refine core messages to ensure organizational consistency and shape the organization's public narrative
- Manage creation of inbound marketing, including updating the website, SEO management, webinar promotions, and social media
- Oversee content development and management across social media platforms
- Available, at times, to work outside designated work hours
- Perform other duties as assigned

QUALIFICATIONS

- Passion for the organization's mission and understanding of public health
- Bachelor's degree preferred and/or 10+ years of experience in public relations, traditional and digital media, branding/marketing or related field
- Excellent written and verbal communication skills; copy editing, and professional writing experience preferred
- 5+ years of management experience with proven track record of managing a team
- Goal-oriented with a demonstrable ability to work independently
- Demonstrated knowledge of content management systems and digital production including Adobe Creative Cloud and related products
- Strong project management skills with the ability to manage and prioritize multiple tasks and work autonomously under pressure of deadlines
- Knowledge in graphic design, a plus
- Excellent organizational skills
- Knowledge of policy and policy-making process at federal, state, and local level, a plus
- Enthusiastic, detail-oriented, creative, self-motivated and comfortable with aggressive timetables
- Proficient in Microsoft Office products

Classification: Full-time Exempt
 Reports to: Chief Strategy Officer
 Primary Location: Houston, TX
 Travel: 10%

careers@immunizeUSA.org

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