



Position Description: Director of Communications and Outreach

The position description will serve as the core document for all human resource functions such as recruitment.

Supervisor

Executive Director

Potential Supervisees (*Dependent on supervisory experience*)

Outreach Coordinator

Storytelling and Records Coordinator

FTE: 0.85 to 1.0 FTE (variable)

Salary: \$60,000-\$76,000 for 1.0 FTE

Mission Statement and Organizational Overview

Healthy Mothers, Healthy Babies (HMHB) is a 501(c)(3), non-profit organization that endeavors to improve the health, safety, and well-being of Montana families by supporting mothers and babies, age zero to three. Since 1984, through programs and partnerships with national, state, and local organizations, HMHB-MT has provided services, advocacy and leadership to improve the health, safety and well-being of Montana's pregnant women, young children, families and communities through prevention, education, training, and monitoring health and health-related services. The organization develops and carries out a variety of programs focused on preventing Montana's most critical issues that impact maternal and child health. To learn more, please visit: www.hmhb-mt.org.

HMHB adopts and promotes systemic approaches to improve the health, safety, and well-being of Montana families by supporting mothers, babies and families with children age zero to three. HMHB coordinates public health media campaigns, operates an online resource guide and accompanying warmline for families who are expecting or raising children age zero to three, hosts a perinatal mental health conference attended by approximately 250 professionals each year, coordinates meetings and projects for multiple collaborative initiatives, and partners with medical providers and other stakeholders to educate and empower families and providers about issues impacting healthy pregnancies and early childhoods.

Functioning as a strong team, employing the philosophy of servant leadership, each team member is empowered to bring their passion, creativity, and innovation to work in an effort to improve maternal and child health in Montana.

Position Purpose

The Communications and Outreach Director will serve as the primary manager of all HMHB messaging and outreach strategies. They will work in close partnership with all HMHB Programs to promote the work of the organization and will lead the creation and execution of an annual communications plan. Additionally, they will work with contractors, other organizations including state and local early childhood and maternal child health leaders, to employee strategic communications strategies to meet the goals of HMHB's strategic plan, as well as the collaborative efforts HMHB participates in. The Communications and Outreach Director will also play a critical role in supporting the Executive Director's efforts to secure funding through private donations, corporate sponsorships and grants.

Overall Responsibilities and Expectations

Public Relations and Communication

1. Develop, manage and execute an annual communications strategy.
2. Direct public relations and communications activities, including managing contracts and project budgets associated with this area of work.
3. Raise awareness of and build support for HMHB and its mission through communication and outreach activities.
4. Ensure all HMHB communications are high-quality, accurate, strategic, and relevant to the mission.
5. Build partnerships with relevant organizations and initiatives, both in and outside of Montana, to improve collaboration and promote collective impact of HMHB's mission through coordinated communications and outreach activities.
6. Lead the development and dissemination of HMHB reports and publications, including, but not limited to annual reports, impact reports, fundraising letters, editorial pieces, website and social media content, and newsletters, in coordination with HMHB staff and leadership.
7. Support informed decision making by HMHB staff and leadership by conducting evaluation of outreach and communications strategies, providing strategic consultation on significant issues impacting the organization, and prepare briefings, memos, or presentations to communicate findings.

Development, Fundraising, and Events

1. Build and leverage relationships with corporate, foundation, and other partners about to solicit sponsorships, grants, and/or vendor partners for HMHB events.
2. Coordinate with HMHB Staff, contractors, collaboration partners, and volunteers to plan annual conference and special events.
3. Collaborate with the Executive Director to identify and apply for grants and other funding to achieve HMHB's goals.
4. Review contracts, grant terms, and other information related to current and prospective projects and funding to ensure activities are aligned and integrated into communications and outreach efforts.
5. Assist the Executive Director to cultivate, expand, and strengthen donor relationships to solicit and secure increased gifts, contributions, and opportunities for programmatic contracts and funded projects.

Leadership and Management

(NOTE: this position may have supervisory duties as fitting the candidate's skill set. Position description and compensation will be adjusted accordingly.)

1. Manage grant budgets related to communications, outreach, and events.
2. Identify and manage contractors required to complete project or organizational goals related to communications, outreach, and events.
3. Assist with communications and outreach-related operational duties as needed to ensure HMHB is meeting its contractual, legal, and operating obligations.

Other

1. Promote an inclusive and welcoming environment for all individuals in regard to diversity which may include geography, race, ethnicity, socioeconomic status,

immigration status, veteran status, sexual orientation, gender, sex, age, ability and religion.

2. Perform other job duties as assigned.

Successful Candidates will have:

1. A passion for HMHB's mission;
2. A minimum of five years of related experience or a combination of training, education and experience that is equivalent to the employment standard listed above and that provides the required knowledge and abilities; and
3. A bachelor's degree.

Knowledge of: Communications; marketing; fundraising, grant writing and management; project management technologies and databases; and English usage and grammar. Expertise in public health, medical and behavioral health; human services; early childhood; maternal and child health; perinatal mental health; advocacy and/or related programming is preferred, but not required for success in this position.

Demonstrated Ability in: Exercising strong communication skills, tact and diplomacy in representing the organization and programs; strategic use of communications to achieve organizational and group goals; the successful cultivation of strong working relationships within an organization, coalition or governing body; successfully securing grant funding and building a private donor bases; organizational and project management skills; proficiency in Microsoft Office and other basic software; strong written communication skills for preparing a variety of written documents.

Physical and Environmental Demands: The position requires the ability to work independently and efficiently, exercise good judgment in a home-based or office setting, and requires sitting or standing for long periods of time. If working from the HMHB office you must be able to climb a flight of stairs, as the office is located on the second floor of a building that does not have an elevator.

Salary: This position is offered with a variable hour range of .85-1.0 FTE. The pay range is \$60,000-\$76,000 per year for 1.0 FTE and will be offered based on knowledge, skills, and abilities. While this position may perform supervisory duties, we encourage applicants with and without supervisory experience to apply. HMHB offers employee benefits including paid time off, health insurance, Health Saving Account, and cell phone reimbursement. Details are available on request.

To Apply: Please submit your resume and cover letter at this link:

<https://forms.monday.com/forms/dd57ec7fd78d500ba7d86efed637137a?r=use1>

Staff will begin reviewing applications on November 6th, 2023 and the position will remain posted until filled. For any questions, please contact Stephanie Morton, Executive Director at stephanie@hmhb-mt.org or 406-449-8611, ext. 1.