MAVERICK COUNTY HOSPITAL DISTRICT
JOB POSTING

JOB TITLE: **Public Relations/ Marketing Director**
DEPARTMENT: **Administration**
STATUS: **EXEMPT**
REPORTS TO: **CEO**

SUMMARY

As a Public Relations/ Marketing Director at Maverick County Hospital District, you will play a pivotal role in shaping and maintaining the hospital district's public image. You will be responsible for developing and executing effective public relations strategies that highlight our medical excellence, patient-centered care, and contributions to healthcare advancements. This role offers a unique opportunity to be at the forefront of our hospital's communication efforts and contribute to its continued success.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement strategic PR campaigns that promote our medical services, achievements, and patient success stories. Collaborate with internal stakeholders to identify compelling narratives and create impactful storytelling opportunities.
- Build and nurture relationships with medical reporters, health journalists, and key industry influencers to establish the hospital district as a reliable source of healthcare expertise.
- Craft press releases, media pitches, and other communication materials that effectively communicate complex medical information to a broader audience while highlighting our hospital district's contributions.
- Coordinate and manage media interviews, press conferences, and healthcare-related events, ensuring seamless interactions between hospital district representatives and media professionals.
- Monitor media coverage and conduct regular analyses to evaluate the effectiveness of PR campaigns within the healthcare sector. Use insights to refine future communication strategies.
- Collaborate closely with medical professionals, researchers, and hospital district departments to ensure that all messaging aligns with the hospital district's medical standards and objectives.
- Respond to media inquiries promptly and manage crisis communication as needed, demonstrating sensitivity and accuracy in addressing medical concerns.
- Stay informed about healthcare trends, medical breakthroughs, and industry news, leveraging this knowledge to proactively identify and capitalize on relevant PR opportunities.
- Utilize social media and digital platforms to amplify healthcare-related PR efforts, engaging with online audiences and disseminating credible healthcare information.
- Develop relationships with stakeholders, including patients, physicians, community leaders, and patient advocacy groups, to foster a sense of community and support.
- Collaborate with graphic designers, photographers, and videographers to create visual content that enhances the impact of healthcare PR campaigns.
- Assist in developing and maintaining an updated repository of healthcare communication materials, including fact sheets, crisis communication protocols, and medical terminology glossaries.
- Coordinate with marketing and branding teams to ensure consistency in messaging and branding across all communication channels.
- Provide guidance and training to hospital district staff on effective communication practices, including media interactions and public speaking engagements.

SUPERVISORY RESPONSIBILITIES

This is a non-supervisory role.

QUALIFICATIONS

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

EDUCATION and/or EXPERIENCE: Bachelor's degree in Public Relations, Communications, Journalism, or a healthcare related field. Proven experience as a Healthcare PR Specialist or in a similar healthcare-related PR role. Strong understanding of healthcare media relations and established relationships with local media.

SKILLS: Attention to detail and commitment to maintaining high cleanliness standards. Ability to work independently and efficiently in a fast-paced environment. Strong communication **skills** and ability to follow instructions. Understanding of infection control practices and protocols. Physical ability to perform tasks such as lifting, bending, and standing for extended periods.

CERTIFICATES, LICENSES, REGISTRATIONS: None

PHYSICAL DEMANDS

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit reach with hands and arms; bend and kneel; and talk and hear. The employee must frequently lift and/or move objects weighing up to 20 pounds, such as books and stacks of records. Specific vision abilities required by this job include close vision and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is frequently loud and distracting. The employee is constantly required to perform tedious, exacting work; and to work closely with others as part of a team. The employee is frequently required to perform multiple tasks simultaneously, and to counsel and assist individuals from a variety of ethnic and socio-economic backgrounds.