

Public Health Communications Collaborative Consulting Engagement

THE OPPORTUNITY

The Public Health Communications Collaborative has an opportunity for a 12-month consulting engagement with the de Beaumont Foundation to serve as the day-to-day lead for the Collaborative, a partnership of the CDC Foundation, the de Beaumont Foundation, and Trust for America's Health. In this role you will contribute to shaping the strategic direction of the Collaborative, identify new opportunities to enhance communications for state and local health officials, develop strategic messaging, create resources, produce a regular e-newsletter, plan webinars and other events, and serve as the main liaison with the founding members and other partners. This is a tremendous opportunity to impact health departments and advance communications strategies nationally. The role will evolve over time as needed, as you will be responsible for developing messages and graphics responsive to new scientific knowledge and guidance, national developments, new challenges and opportunities, and misinformation.

SCOPE OF WORK

Strategic Messaging

- Track developments related to COVID-19, vaccines, and other issues that affect communities and identify the need for strategic messaging that can support state and local health officials.
- Craft messaging, write answers to tough questions, and lead the review/approval process by staff and partners as needed.

Content Development

- Identify needs for messaging, graphics, and other resources for state and local health officials. Offer suggestions for infographics and other ways to convey complex information in an accessible way.
- Develop and post content for the PHCC website. Work with web developer to enhance and improve website as needed.
- Create an e-newsletter (currently biweekly) to keep constituents informed and promote resources.

Event Planning

- Create an editorial calendar and identify topics and speakers for a monthly webinar series.
- Create planning briefs and lead prep sessions for webinar speakers.

Marketing

- Conceive and implement strategies to expand the PHCC email list, increase web traffic, attract more webinar attendees, and increase PHCC's reach and impact in other ways.
- Market events and other resources, including creating tools to help partners communicate to their audiences.
- Identify other ways to improve the reach and use of PHCC-created resources.

Partner and Vendor Management

- Serve as the point of contact to the founding members and other partners (currently the American Public Health Association, the Association of State and Territorial Health Officials, the National Association of County and City Health Officials, the Big Cities Health Coalition, PATH, and Resolve to Save Lives).
- Identify criteria and procedures to engage additional partners that have expressed interest in getting involved and others that could potentially add value.
- Identify additional communications channels to distribute PHCC content.
- Oversee contracts with designers, content providers, and consultants.

Measurement

- Track analytics for the PHCC website, newsletter, webinars, and other communications and make strategic recommendations accordingly.
- Keep founding members and partners informed of PHCC's reach and impact through these and other metrics.

WHO YOU ARE

You are a freelance consultant who can devote at least 35 hours per week and have exceptional writing and editing skills, as well as experience in strategic message development. You are able to work independently but also effectively lead and engage with a coalition of partners. You juggle multiple priorities, take initiative, and thrive in a fast-paced environment. You are able to think strategically and tactically and are comfortable executing a wide range of tasks with little staff assistance. In addition to developing and reviewing strategic messaging, you are comfortable handling web maintenance (WordPress website), drafting and sending newsletters (Constant Contact), managing an email database, leading marketing efforts, and tracking and reporting metrics (Google Analytics, surveys, and other tools).

You excel in these areas:

- *Mission-driven:* You want to make a difference and have experience in cause-driven communications.
- *Hands-on:* You are strategic and enjoy contributing ideas and are equally eager to execute.
- *Detail-oriented:* You are enthusiastic about project management and pay attention to detail. You are a talented writer and take pride in being the final set of eyes for newsletters, digital content, and other communications.
- *Responsible:* You care deeply about doing what it takes to achieve results and can manage your own projects (or pieces of larger ones). You drive work forward with a sense of urgency, anticipate problems, and course-correct when needed, with limited oversight.
- *Pro-Active:* You are eager to use your role to advance the PHCC's work and look for ways to help beyond your own core responsibilities. That said, no job is too small for anyone on the team, and your attitude reflects that.
- *Diplomatic:* You are successful at managing partners, can juggle competing demands, and are skilled at building new relationships.

REQUIREMENTS

- Ability to hit the ground running and quickly lead a transition of responsibilities that are currently being held by several staff in an outside agency.

- Strong project management experience.
- Experience in strategic messaging and/or health communication strongly preferred.
- Exceptional writing and editing skills. Ability to translate complex subject matter for a general audience.
- Experience managing live and digital events.

WHO WE ARE

The Public Health Communications Collaborative was formed in 2020 to coordinate and amplify public health messaging on COVID-19 and increase Americans' confidence in guidance from the Centers for Disease Control and Prevention and state and local public health officials.

As the COVID-19 pandemic continues, one of the greatest areas of need for state and local health departments is communication. Leaders are having to communicate complex and sensitive concepts without the benefit of seasoned communications staff or sophisticated messaging and content. It's not enough to have a set of good messages -- health officials must be nimble to be able to address new trends, new discoveries, and new federal guidance. And it needs to be tailored to counter misinformation, confusion, and political opposition.

Some state and local officials are doing better than others in this area. In some states and larger cities, health departments have communication staff and outside counsel -- but that is the exception and not the rule. Even those with communications support have rarely dealt with an issue of this magnitude. What's needed is sophisticated crisis communications that can respond rapidly to new developments and threats. Our 3,000 public health leaders need practical tools and information, and they need them now.

HOW TO APPLY

We anticipate approximately 35 hours of work per week and are offering a fixed fee contract of \$150,000 for at least 12 months. If interested, please send a cover letter, resume, a summary of relevant experience, and how you would approach this assignment before March 22 to Mark Miller at miller@debeaumont.org.