

Communications Project Manager

The Fund for Public Health in New York City, (FPHNYC) is a 501(c)3 non-profit organization that is dedicated to the advancement of the health and well-being of all New Yorkers. To this end, in partnership with the New York City Department of Health and Mental Hygiene (DOHMH), FPHNYC incubates innovative public health initiatives implemented by DOHMH to advance community health throughout the city. It facilitates partnerships, often new and unconventional, between government and the private sector to develop, test, and launch new initiatives. These collaborations speed the execution of demonstration projects, effect expansion of successful pilot programs, and support rapid implementation to meet the public health needs of individuals, families, and communities across New York City.

PROGRAM OVERVIEW

The NYC Department of Health and Mental Hygiene (DOHMH), Primary Care Information Project (PCIP) is devoted to improving health by promoting and supporting primary care. The PCIP works with over 1,300 health care organizations on increasing clinical prevention opportunities, reducing health disparities, managing/preventing chronic disease, and creating community linkages to support health promotion. To find out more about us, please visit www.nyc.gov/pcip or www.nycreach.org

POSITION OVERVIEW

The Communications Project Manager will be responsible for managing PCIP's external communication channels and emergent content.

RESPONSIBILITIES

- Oversee the development and execution of PCIP's communications channels including newsletters, websites, mass communications, and education materials
- Collaborate with program leads to develop program marketing strategies, including the development of materials and promotion of program content
- Work with team members to develop and market communication campaigns for programmatic recruitment and educational trainings
- Oversee and ensure quality and consistency of communications content through various channels, such as educational materials, newsletters, mass communications, websites, and presentations
- Ensure all external content has correct branding, clearly explained key messages, and defined audience
- Ensure external content is accurate, up to date, and accessible
- Regularly evaluate and analyze efficacy of communication tools by tracking engagement metrics, feedback and responses
- Create recommendations for how to implement changes to meet programmatic needs

- Liaise with external communication partners to develop, align and execute communications campaigns
- Lead the development and internal awareness of organizational branding and writing styles
- Identify new and innovative ideas to improve and sustain provider engagement, through social media networks, website, etc.

QUALIFICATIONS

- Bachelor's degree in journalism, public relations, or related field
- At least 3 years of marketing, communications or other relevant experience in private, non-profit, or government sector
- At least 2 years of project management experience
- Excellent writing, editing and proof-reading skills
- Highly organized and detail oriented
- Ability to managing multiple projects, with competing priorities
- Ability to translate complicated policy and regulatory documents into common language
- Position requires occasional travel in 5 boroughs, nights/weekends
- Proficient in Excel, Word, and PowerPoint, Publisher, and Basic HTML
- Demonstrate track record of managing successful, external communications projects that employ creativity and use of various tools, forums, and media

PREFERRED

- Master's Degree in Public Health, Public Administration or related field
- Proven success in leading matrix management style projects
- Experience developing healthcare content
- Knowledge of New York City healthcare landscape (including Practice Transformation, Value Based Payment)
- Experience using Vertical Response, Salesforce and WordPress a plus

SALARY AND BENEFITS

FPHNYC offers a comprehensive benefits package. The salary range for this position is commensurate with experience and education.

TO APPLY

To apply, send Resume, with Cover Letter, including salary requested and how your experience relates to this position, to publichealthjobs@fphnyc.org indicating "Communications Project Manager_**your name**" in the subject line.

The Fund for Public Health in New York City is an Equal Opportunity Employer and encourages a diverse pool of candidates to apply.