
Job Title	Director of Communications and Technology
PVN ID	HC-1708-002028
Category	Managerial and Professional
Location	HUNTER COLLEGE

Department

Status	Full Time
Salary	Depends on qualifications
Hour(s) a Week	35
Closing Date	Apr 24, 2018 (Or Until Filled)

General Description

The New York City Mental Health Service Corps (MHSC) is a key initiative of Thrive NYC: A Mental Health Roadmap for All— a comprehensive public health approach to mental health designed to promote and protect the wellbeing of all New Yorkers. The MHSC fills the too long neglected gaps in mental health and substance use services throughout NYC by creating a corps of approximately 350-400 mental health clinicians placed in high-need communities. Through best practices and a better design of care, the initiative will increase the diversity of behavioral health clinicians in the workforce and strengthen care where it is needed the most.

MHSC focuses on the recruitment, training, and support of early career social workers and licensed mental health counselors to become fully licensed behavioral health clinicians with a specific focus on incorporating evidence-based practices in primary care and behavioral health settings throughout New York City. Through a structured supervision system and task-shifting model, clinicians are able to obtain advanced licensure through the MHSC and strengthen their own capacity to be able to provide sound behavioral health services in marginalized communities and populations. MHSC is a city-funded program housed under Hunter College, CUNY and the Research Foundation of CUNY. All MHSC staff are employees of the Research Foundation of CUNY.

The Mental Health Service Corps MHSC is seeking an experienced Director of Communications and Technology to oversee both the development and execution of communications and technology strategies, both internally and externally for a groundbreaking initiative in public mental health in New York City.

The Director of Communications and Technology will help to strengthen and refine MHSC's internal and external communications and technology infrastructure, connect our stakeholders and MHSC staff through internal and external digital platforms, expand visibility and facilitate engagement with various stakeholders, improve online presence, and expand MHSC's brand recognition and appreciation in accordance with the values and commitment to inclusion that is inherent in MHSC's mission and purpose. The ideal candidate must

be a clear and enthusiastic communicator with strong media knowledge, marketing savvy and writing skills.

Other Duties

- Develops and implements strategic planning and processes for all MHSC communications and technology matters.
- Ensures cohesion and consistency in the presentation of MHSC's brand and core language (history, mission and program) on all marketing materials, products, presentations and communications. Continuously refines and pursues strategic ways to innovate and advance MHSC's brand.
- Leads inter-departmental and collaborative efforts as it relates to communication and technology with Human Resources, Administration, Training, Operations, and Clinical needs to define digital & print needs, online and social media presence and to design direction
- Facilitates and oversees the selection, development and implementation of all digital platforms for staff and stakeholders including but not limited to mobile phones and applications, intranet, text-messaging based systems, teleconferencing systems, social media, administrative and other relevant platforms as deemed appropriate.
- Develops and oversees strategy for MHSC's online presence. Plans for periodic content review and updating. Manages special projects related to web development or design as needed.
- Oversees and supervises a team who creates and maintains internal/external communication platforms, internal databases, public relations and social media efforts.
- Works laterally and in accordance with the rules and regulations of the Department of Health and Mental Hygiene, RF-CUNY, CUNY and Hunter College
- Motivates the team, monitors productivity and ensures a high quality of work
- Collaborates with Human Resources and Operations to message high level company changes and initiatives to HQ and field employees

Qualifications

- Alignment with the mission of MHSC and Thrive NYC
- Proven experience with project management, developing work plans and collaboration with other team members
- Ability to thrive in a fast-paced and deadline driven environment
- Highly effective manager, communicator and multi-tasker
- Strong analytical skills. excellent judgment and ability to act decisively and appropriately escalate issues
- At least 8+ years experience in marketing, communication and/or commercial roles. Experience in a start-up setting as well as non-profit/government is a plus.
- Experience in health and human services is highly desirable
- Minimum of 8 years of supervisory, team-related experience is required
- Must be comfortable in ambiguous and rapidly evolving situations
- Experience in a high growth start-up environment and its associated pace is a plus

- Bachelor's Degree required
- Master's degree in communications or a related field is preferred