



[The following is a sample description designed for a full-time position (1FTE). Adjustments will be required to fit a half-time position. You are encouraged to adapt it to fit your local needs.]

SAMPLE JOB DESCRIPTION

Social Marketing/Communications Manager

[Insert the name of your project/SOC community here] is seeking a ***[part-time/full-time; note that the GFA requirement is at least a half-time permanent position]*** Social Marketing/Communications Manager to support its efforts to create and sustain a community-based, family-driven, youth-guided, and culturally and linguistically competent system of care for children with serious mental health needs and their families.

Position Objectives:

- Use social marketing strategies to support the reduction of stigma associated with mental illness and promote the mental health of children and their families;
- Use social marketing strategies to increase the likelihood that children and youth with serious mental health needs and their families are appropriately served and treated;
- Increase awareness of mental health needs and services for children and youth among mental health providers, key partners, groups/organizations, and the community;
- Demonstrate to communities that the mental health needs of children and youth with serious mental health needs and their families are best met through systems of care; and
- Use social marketing strategies to help sustain services and supports to children and youth with serious mental health needs and their families.

Major Task Areas:

1. Work with the Project Director and other key staff to build relationships with key collaborators, including youth, families, health care providers, policymakers, and others on behalf of the system of care.
2. Develop and oversee the program's social marketing/communications plan.
 - Establish and maintain a social marketing/communications planning committee that incorporates the key staff such as the Project Director and Evaluation Manager; families and youth; and key partners from juvenile justice, education, and child welfare agencies, as well as other agencies as relevant.
 - Collaborate with staff and social marketing/communications planning committee to complete communications activities in a timely manner and in accordance with budgetary guidelines and restrictions.

- Maintain regular contact with the Caring for Every Child’s Mental Health Campaign, the national technical assistance provider for social marketing/communications support.
3. Communicate with community and media representatives on a regular basis, through telephone, email, meetings, etc. As appropriate, implement social marketing/communications plan activities such as:
 - Coordinate special events and secure media sponsorship of events.
 - Coordinate annual National Children’s Mental Health Awareness Day/Week/Month activities.
 - Promote community activities through media interviews, and coordinate an in-house group of presenters/speakers for community workshops and events.
 - Provide or facilitate training to program leadership, including family members and youth, on how to give effective media interviews and serve as spokespeople for the system of care.
 - Assist in the assignment and/or development of news releases, PSAs, op-ed articles, etc., as necessary to promote programs and upcoming events.
 - Coordinate production of audience-appropriate materials such as brochures, flyers, booklets, newsletters, posters, etc.
 - Coordinate production and maintenance of community website as necessary.
 4. Work with evaluation staff to develop mechanisms to track and evaluate social marketing/communications activities.
 5. Work with evaluation staff to showcase compelling data about systems of care to families and youth, stakeholders from juvenile justice, education, and child welfare agencies, policymakers, and other relevant audiences.
 6. Maintain liaison with various health care and regulatory agencies and organizations to keep abreast of trends within the mental health field.
 7. Participate in meetings, conferences, and seminars as required.

Preferred Qualifications:

[Tailor the first bullet related to years of experience to match your local hiring environment.]

- Minimum 2 years of experience in social marketing/public education campaigns, preferably ones that relate to health issues;
- Excellent oral and written communications skills;
- Proven ability to help orchestrate community-based, culturally and linguistically competent social marketing/public education campaigns, including outreach to and partnership building among stakeholders at the state and local levels;
- Strong interpersonal skills and ability to interact with a variety of individuals including agency representatives, youth, families, and medical professionals;
- Ability to work under pressure, meet short deadlines, and juggle multiple tasks;
- Experience working with culturally diverse populations and media organizations;
- Experience with the development of public education and media outreach materials;

- Proficient with MS Word, Excel, PowerPoint, social media, and the Internet;
- Knowledge/understanding of mental health issues is a decided plus;
- Experience managing budgets; and
- Flexibility to travel within and outside of the state as necessary.

The [*Insert the name of your project/SOC community here*] design for policy formulation, program development, and service delivery is built on the following overarching goals of the Caring for Every Child's Mental Health Campaign:

- Expand community capacity to serve children and adolescents with serious mental health needs and their families;
- Provide a broad array of effective services, treatments, and supports;
- Create a case management team with an individualized service plan for each child;
- Incorporate culturally and linguistically competent practices for serving all children, youth, and their families, and eliminate disparities related to race, ethnicity, or geographic location; and
- Promote full participation of families and youth in service planning and in the development of local services and supports.

All social marketing/communications activities undertaken in the community must reflect these overarching goals.