

Communications Coordinator

Job Description and Duties:

Link2Health Solutions, a wholly-owned subsidiary of the Mental Health Association of New York City, seeks a creative, focused and flexible individual to join its team as Communications Coordinator (CC) for the Disaster Distress Helpline. This is an exciting opportunity to work with a vibrant team of dedicated professionals on a high profile, federally-funded national program. The CC will develop innovative marketing tools and approaches to outreach as well as develop strategic partnerships with key vendors in advertising, public relations, social media and other platforms to promote the national Disaster Distress Helpline in order to reach persons in psychological distress before, during and after natural and man-made disasters.

The Communications Coordinator will:

- Develop, implement and manage the DDH's overall communications strategy in partnership with SAMHSA and other key stakeholders;
- Lead and work with the DDH centers in developing and maintaining appropriate online communications (e.g., e-newsletters, websites, social media, etc.)
- Create and maintain relationships and partnerships with social media and other media-related companies
- Market and promote the DDH's toll-free number; texting service; website; social networking profiles, etc.;
- Identify and/or develop other platforms for outreach, as needed (blogs, etc.)
- Evaluate the DDH's online content for search engine optimization and search engine marketing
- Speak publicly on behalf of the DDH at national conferences and committee meetings, alongside the Project Director, SAMHSA and other key DDH stakeholders
- Coordinate efforts with external public relations and communications partners

Skills / Qualifications:

- Bachelor's degree in and 3 years of professional work experience in marketing/communications field (Master's preferred)
- Ability to work independently and as part of a close-knit team; strong interpersonal, relationship development and management skills
- Strong written and oral communication skills
- Experience in disaster behavioral/mental health a plus
- Proven experience in developing e-mail newsletters; public health outreach campaigns; press releases; social networking for mental health outreach
- Knowledge of online marketing using social media
- Experience with SEO, SEM, social networking sites and Web 2.0
- Knowledge of Google AdWords and Google Analytics, or similar tools

Personal Qualities:

The applicant must exhibit attention to the stress and urgency of the identified service delivery and act to respond with immediate communications (where assigned) and swift resolution/troubleshooting in support of operations. Must also be available to participate in 24/7 mobilization responses to disasters when needed.

Salary, Schedule & Travel: Salary commensurate with experience. Position is 100% full-time, 35 hours/week; up to 10% travel may be required.

Applications: Applicants should send a cover letter + resume with your name and the job title for which you are applying in the subject heading to Christian Burgess, cburgess@mhaofnyc.org. No calls.