

## **Project Description**

New York, NY

15 Months to Permanent

The Gulf Coast Oil Spill Coping Hotline (GCOSCH) is a disaster mental health response service that is delivered through a network of crisis intervention call centers located in the disaster affected areas. The Hotline is administered through the Mental Health Association of New York City via Link2Health Solutions, their subsidiary, who has the existing telephony, IT technology and other technical expertise that will support the launch of this new network.

This project offers a unique opportunity for team members to participate in creative and meaningful work in support of those suffering with the emotional after effects of the economic and environmental damage resulting from the April 20, 2010 Deepwater Horizon oil well explosion and subsequent massive oil spill in the Gulf of Mexico. Services will be delivered through the telephone hotline network, SMS communications and additional new media technology including social networking platforms created to reach a broad range of affected individuals in the Gulf Coast region affected by the oil spill.

Qualified job applicants will be invited to join the launch of the Gulf Coast Oil Spill Hotline for a 15-month time frame to provide the IT technology, communications and training needs of the administrator and the participating crisis intervention call centers, with the possibility of the position becoming permanent.

## **Communications Coordinator**

The Communications Coordinator is responsible for all promotions and dissemination of information regarding GCOSCH resources and assistance as approved by the Project Director and SAMHSA Office of Communications. The Communications Coordinator will ensure that GCOSCH networked crisis center staff is provided with federally approved educational information and promotional materials that will support appropriate, quality messaging to the target population and high risk groups within the disaster affected areas.

This position will require an individual with a at least a bachelor's degree and a minimum of three years' experience in public health or social services communications and social marketing.

## **Job Description**

Title: Communications Coordinator (TC)

Description of Duties and Responsibilities:

Identify federally approved education and promotional material for use and distribution to networked crisis centers and staff responding to the Gulf Coast Oil Spill Disaster. Work cooperatively with the SAMHSA Office of Communications and the Project Director to research and develop public messaging materials appropriate and effective in supporting the affected population and reaching the targeted goal of decreasing distress and anxiety concerning the aftermath of the Gulf Coast Oil Spill Disaster. Provide technical assistance to the networked crisis centers in the development of outreach strategies that will increase the reach of the GCOSCH network services and information distribution. Work with the National Suicide Prevention Lifeline staff to share information and promotional materials for distribution to crisis

centers, the affected population and for use in SMS and on-line applications including social networking sites. Design mechanisms for efficient, regular reporting to track information distribution and promotional activities from crisis centers. Generate reports on data collected from centers. Monitor crisis center performance, providing technical assistance to crisis centers as appropriate.

Supervisory Relationships: Reports directly to the Gulf Coast Oil Spill Disaster Hotline Director

Qualifications/Skills/Knowledge Required:

- At minimum a Bachelor's degree
- 3 years professional experience in public health, social services or risk communications
- Experience in promoting crisis intervention services and/or disaster mental health services or in some related crisis/disaster field
- Previous knowledge of public health /risk communications
- Previous knowledge of the development of outreach strategies
- Strong Microsoft Office especially Powerpoint and Outlook;
- Strong social media familiarity and navigation skills
- Quality assurance experience
- Data collection and management

Personal Qualities: Detail-oriented, organized, persistent.

The qualified applicant will spend a significant amount of time interacting directly with the SAMHSA Office of Communications staff and the networked crisis call centers throughout the Gulf Coast region. The applicant must exhibit attention to the stress and urgency of the identified service delivery. All interactions with the SAMHSA Office of Communications and the crisis center staffs must be professional, calm and supportive even under stressful conditions.

Travel: Up to 25%

Schedule: 100%, 35 hours per week

Salary: TBD

Please send resumé, cover letter and salary requirements to [nspl@mhaofnyc.org](mailto:nspl@mhaofnyc.org). No phone calls please.