



COMMUNICATIONS ASSOCIATE

Job Announcement

Mental Health Colorado is the state's leading advocate in promoting mental health, ending stigma, ensuring access to mental health and substance use services, and promoting health equity across all mental health and substance use treatment services. Mental Health Colorado is a nonprofit, nonpartisan organization and an affiliate of Mental Health America.

Our organization seeks a skilled communications associate. The role of the communications associate is to help the organization improve public understanding of mental health and substance use disorders and build public support for mental health care. The communications associate will work with the communications director to place and track stories through traditional and social media; draft press releases and opinion pieces; manage and update the website; publicize events; facilitate effective internal communication; and prepare and disseminate information through collateral material and other means.

ESSENTIAL DUTIES

- Maintain a positive media presence consistent with established communications department strategies through print, digital, and broadcast mediums; this responsibility includes helping promote the organization's policy priorities, accomplishments, and points of view by building relationships with the media
- In collaboration with Outreach Coordinator, oversee the organization's story bank of Coloradans who have shared their lived experience with a mental health or substance use disorder
- Proofread and edit all communications
- Manage all digital media marketing channels including: website, social media, graphics, text alerts
- As assigned, write and distribute press releases, talking points, opinion editorials, letters to the editor, etc.
- Support intern selection process and supervise the communications intern
- In collaboration with Communications Director, work with speakers and develop scripts for special events
- Work with and manage graphic and web designers and other communications vendors
- Work effectively with design software (I.e. Photoshop, InDesign, Canva)
- Strategically distribute weekly newsletter
- Conduct and analyze media tracking and monitoring
- Assist in content management and graphic design in support of brand marketing through advertising campaigns and paid media
- Manage and respond to outreach inquiries

QUALIFICATIONS

- Bachelor's degree or higher
- Experience in communications, journalism, or a related field
- Excellent writing, editing, and design skills
- Strong organizational skills and attention to detail
- Understanding of social media

PREFERRED QUALIFICATIONS

- Knowledge of WordPress or other content management systems
- Experience with design software (I.e. Photoshop, InDesign, Canva)

COMPENSATION/BENEFITS

This is a full-time position eligible for benefits. Salary commensurate with experience.

Applicants should email a cover letter, resume, and writing sample by June 28, 2019 to ahughes@mentalhealthcolorado.org; please use the subject line "Communications Associate." Only electronic submissions will be accepted. We regret that we cannot respond to every applicant; only those selected for an interview will be contacted.

Mental Health Colorado is an equal opportunity employer. It is Mental Health Colorado's policy to recruit, hire, and promote persons in all job classifications without regard to race, color, gender, age, religion, national origin, disability, veteran status, marital status, or sexual orientation.