Position Title: Manager, Community Relations  
Department: Administration  
Reports to: Director, Community Affairs & Marketing

POSITION SUMMARY

The Manager of Community Relations is responsible for the development of comprehensive program design to engage the community and key stakeholder groups with the Martin Luther King, Jr. Hospital. Specific responsibilities include community engagement, media relations, public affairs, customer service and branding. The Manager of Community Affairs reports to the Director, Community Affairs and Marketing.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Represents MLK Community Hospital at community events with key stakeholders.
- Provides effective interface with media and maintaining relations.
- Write media materials, internal and external communications pieces including copy for brochures, advertising, speeches, and other materials as directed.
- Develop collateral material and web based communications tools for the hospital and MLK Community Health Foundation.
- Serve as the organizations liaison for government outreach and advocacy.
- Maintain relationships with community agencies, county agencies, local and state elected officials, referring clinics and physicians.
- Manage community programs and materials to promote the services of MLK Community Hospital.
- Ensure MLK Community Hospital brand standards are consistently maintained.
- Develop and coordinate internal and external hospital events.
- Manages direct mail, telecom and database marketing strategies to promote the hospital and its services.

POSITION REQUIREMENTS

A. Education
   A Bachelor’s degree in Communications or a related field is required. A Master’s degree is preferred.

B. Qualifications/Experience
   Progressive leadership experience with minimum of eight years in a similar position. Spanish language fluency is required. Experience in health care preferably in a safety net hospital and an understanding of the South Los Angeles community is preferred.

C. Special Skills/ Knowledge
   Excellence verbal and written communication skills and evidence of collaborative work experience is required. Competency in communication strategies and tactics. Word processing, database management, web site management and social media fluency is required. An understanding of physician issued, physician and community marketing is desired.