



Communications Specialist

The Baltimore City Health Department (BCHD) seeks a Communications Specialist. We are seeking an individual who is passionate about public health, and has the ability to be innovative and entrepreneurial in their approach with assigned tasks. Candidates must possess exceptional communication skills, and a proven ability to work in a fast-moving environment, as they will be responsible for successfully utilizing emerging technologies along with traditional media sources to help communicate BCHD messages and promote BCHD's vision and programs to Baltimore City and to national/international audiences.

Founded in 1793, BCHD is the oldest health department in the country, with 1,000 employees and an annual budget of \$130 million, that aims to promote health and improve well-being through education, policy/advocacy, and direct service delivery. BCHD's wide-ranging responsibilities include maternal and child health, youth wellness, school health, senior services, animal control, restaurant inspections, emergency preparedness, STI/HIV treatment, and acute and chronic disease prevention.

Under Health Commissioner Dr. Leana Wen's leadership, BCHD has taken a transformative role in service provision, policy advocacy, and media outreach. With Public Information Officer (PIO) Michael Schwartzberg's guidance, BCHD has been profiled regularly in the *New York Times*, *Washington Post*, ABC News, MSNBC, CNN, Al Jazeera News, *USA Today*, among other leading outlets, with multiple weekly features in local Baltimore media.

The Communications Specialist will work together with the PIO to promote public health in Baltimore and communicate BCHD messages to media outlets.

This is a once in a lifetime opportunity to be part of a team of dedicated public servants who want to have an immediate and lasting impact on their community.

Duties & Responsibilities:

The Communications Specialist is responsible for:

- Directing our national media outreach strategy, including:
 - Developing a strategic plan for media outreach that includes short, medium, and long-term pitches for BCHD
 - Developing a national outreach list for media and creating opportunities for media outreach
 - Devising and implementing innovative solutions to media outreach including documentaries, video, and podcasts
 - Developing and seeking new opportunities for promoting BCHD programs and presence using new media

- Organizing the Communications team, together with the PIO and in close coordination with the Health Commissioner's mission; this includes working with program leads, One Baltimore Fellows, and recruiting for and directing Communications Interns.
- Overseeing strategic messaging for BCHD's social media presence, including:
 - Creating content for regular postings on the agency's social media platforms including, but not limited to, Facebook, Twitter, Instagram, and YouTube.
 - Developing a list of daily health-related social media messages appropriate for Baltimore City audience (i.e. tied to health observances, topics in the news, etc.)
 - Working with program-level staff to develop social media messages specific to BCHD programs and services.
 - Ongoing evaluation and measurement of BCHD social media platforms.
 - Assisting with messaging creation, development and execution on the social media accounts for BCHD partners, i.e. B'more For Healthy Babies.
- Assisting the Public Information Officer with his / her communications responsibilities, including:
 - Serving as a secondary local media contact for the agency.
 - Serving as a back-up to the main Public Information Officer when he / she is unavailable.
 - Assisting with development of news releases, backgrounders, talking points, fact sheets, statements, letters to the editor, opinion pieces, blog posts, newsletter stories and other editorial content as needed.
 - Daily monitoring of the BCHD general email box and triaging / delegating / responding to messages as needed.
 - Preparing and disseminating BCHD organization wide "blast" emails at the direction of the Health Commissioner.
 - Attending events to provide communication support for the Health Commissioner as requested.
 - Serving as webmaster for the BCHD website, health.baltimorecity.gov and coordinating with program staff to make regular content additions / changes
 - Serving as webmaster for BCHD blog, <https://bhealthyinbmore.wordpress.com/>, and making regular changes as needed.
 - Developing and maintaining BCHD Wikipedia page.
 - Coordinating audio / visual related needs and projects for BCHD.
 - Preparing content for, and disseminating, a regular BCHD organization-wide staff newsletter.

Minimum Qualifications:

A bachelor's degree from an accredited college or university in media/communications, health communications, journalism, public health, or related fields.

A minimum of one (1) year of national media relations / public relations / communications experience.

Ability to consistently manage and meet deadlines.

Must be able to take initiative and handle multiple priorities simultaneously.

Professional demeanor and ability to effectively work with all levels of agency and City personnel, media, and general public.

Excellent oral, written, and proofreading skills.

Exceptional and proven ability to work successfully in extremely time-limited, high-pressure environments.

Understanding of print, broadcast and online media, and proficiency with social media.

Knowledge of Microsoft Word, PowerPoint and Excel programs.

Demonstrated track record of working closely with executive management and being an effective networker with experience establishing strong collaborative relationships with leaders.

Vision, flexibility, enthusiasm, creativity, and sense of urgency necessary to achieve the successful implementation of BCHD's strategic mission.

Salary is commensurate with education and experience, and includes an excellent benefits package.

Interested candidates should submit a cover letter, brief writing sample, and resume specifically addressing the applicant's experience relevant to the position to:

Baltimore City Health Department
1001 E. Fayette Street
Baltimore, Maryland 21202
BCHDjobs@baltimorecity.gov

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