



Effective Date: March 2024

Job Title:	Communications and Public Affairs Specialist
Department:	Communications and Public Affairs
Supervisor:	Assistant Director, Communications and Public Affairs
Employment Status:	Regular, Full-time
FLSA Status:	Exempt
Supervision:	None
Location:	Remote
Travel:	20%
Hiring Salary Range	\$74,450 - \$82,500

Interested applicants should submit their resume and cover letter to resume@hri-online.com to be considered.

Introduction:

The mission of the Public Health Accreditation Board (PHAB) is to advance and transform public health practice by championing performance improvement, strong infrastructure, and innovation. PHAB is the accrediting body for Tribal, state, local, and territorial governmental public health departments in the U.S. Accreditation provides a means for a public health department to identify performance improvement opportunities, to improve management, develop leadership, and improve relationships with members of the community. PHAB is committed to diversity, equity, inclusion, and antiracism (IDEA) and is on an ongoing journey to build an inclusive and welcoming organization.

Position Summary:

The Communications and Public Affairs Specialist's main responsibility will be to support and execute the strategic communications plan and communication activities as outlined in the PHAB Strategic Plan¹ and Business Plan to extend the reach, influence, and impact of PHAB and its program and services, including national accreditation.

The Communications and Public Affairs Specialist, under the direction of the Assistant Director of the Communications and Public Affairs unit (CPA), will work collaboratively to implement an impactful communications plan and support public affairs efforts of the organization. The Communications and Public Affairs Specialist will be directly involved in the development and execution of all the organization's communications, including, but not limited to, earned, digital, and social media; website, content, and management; writing and editing of issue papers, reports, blog posts, op-eds, press statements, and other materials. The Communications and Public Affairs Specialist is expected to remain current on evolving policies and practices in governmental public health and closely related fields and use this knowledge to recommend strategies and develop content that advances PHAB's goals and mission.

¹ [PHAB-Strategic-Plan-2022.pdf \(phaboard.org\)](https://phaboard.org/PHAB-Strategic-Plan-2022.pdf)



The Communications and Public Affairs Specialist will participate in the equity-based strategic goals of the unit and support communication activities to meet PHAB's organizational strategic priorities².

Position Responsibilities:

Writing

- Write, edit, and proofread print and digital content including website content, blog posts, issue briefs, program overviews, case studies, and media materials, such as press statements and supporting documentation.
- Create simple design materials using Adobe Creative Suite or Canva.

Strategic Communications

- Support the implementation of the strategic communications plan with audiences, goals, tactics, and metrics to enable PHAB to build on its past progress and expand its reach and influence.
- Support communication activities to advance organizational priorities and goals as outlined in the PHAB Strategic Plan and PHAB Business Plan.

Relationship Management

- With three primary funding partners and over 400 accredited health departments, coordination and information dissemination is critical. This will include participating in communications calls with partners, working directly with subject matter experts and governmental relations professionals, and managing the review process for all public materials.

Public Affairs/Policy

- Work with the Vice President of CPA and the CPA team in the development and implementation of all communication aspects of public policy and legislative advocacy for PHAB.

Project Management

- Develop and implement editorial calendars for web and social media content. Collaborate with vendors and consultants, including communications agencies, digital consultants, website developers, designers, printers, photographers, videographers, and others.

Other duties as assigned.

Knowledge and Skills required:

- Bachelor's degree in communications or a related field is required. Knowledge of and/or experience in public health, public policy, or related is a plus.

² [PHAB-Strategic-Plan-2022.pdf \(phaboard.org\)](https://www.phaboard.org/PHAB-Strategic-Plan-2022.pdf)



- A minimum of 3 years of experience in communications and/or public policy. Exceptional writing, editing, and proofreading skills. Ability to translate complex subject matter for a general audience. Experience developing and implementing editorial plans, including social media content. Graphic design experience using the Adobe Creative Suite and/or Canva is a plus. Comfort and hands-on experience with digital systems and tools. These systems and tools may include WordPress, Google Analytics, Salesforce, and Photoshop.
- Demonstrated ability to work effectively with external partners and/or stakeholders to develop common approaches to address complex issues in public health, social services, or health care with a strong preference for candidates with public health experience.
- Excellent written and verbal communications skills as shown by a clear record of accomplishments in professional and technical writing, making ad hoc and planned professional presentations to many audiences.
- Excellent interpersonal, communication, customer-service, and organization skills.
- Excellent ability to work with and support small working groups of professionals.
- Ability to work independently and be self-directed and self-motivated.
- Excellent ability to handle multiple projects and organize materials and people to achieve outcomes within tight timelines.
- Ability to think strategically and translate concepts into programs and products.
- Skilled in the use of technology to manage projects and communicate with diverse audiences.
- Demonstrated experience working collaboratively with peers in a team-oriented environment.
- Proficient in database and computer application systems and computer literacy.
- Ability to travel.

Role Impact:

The Communications and Public Affairs Specialist will significantly impact the organization's ability to extend its reach, influence, and impact on the governmental public health system. Given PHAB's mission to advance and transform public health practice by championing performance improvement, infrastructure, and innovation, effective communication and strategic public affairs efforts are essential to PHAB's mission and strategic plan. By supporting and executing the strategic communications plan, the Communications and Public Affairs specialist will enhance PHAB's ability to engage with stakeholders, including Tribal, state, local, and territorial governmental public health departments.

DISCLAIMER: The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

PHAB is committed to diversity, equity, inclusion, and antiracism (IDEA) and is engaged in intentional efforts to advance IDEA as an organization. We are committed to creating inclusive and



equitable spaces that reflect our values and culture as an organization and to ensure our employees have the most positive experience as a part of PHAB.

DISTRIBUTED EMPLOYER ENVIRONMENT: The Public Health Accreditation Board’s staff currently work in a remote office environment. Employees working from home must agree to maintain a professional working environment with a dedicated workspace, including high-speed internet access. All staff are required to participate in in-person staff meetings that occur currently on a semi-annual basis for up to 5 consecutive days. These in-person staff meetings may be increased to a quarterly basis, as determined by management. Travel and related expenses for these meetings will be paid for by the employer.

VACCINATION: PHAB recommends but does not require its staff, volunteers, interns, fellows, assignees, and meeting attendees be up to date with an FDA-approved COVID-19 vaccination series, including boosters. Other risk-mitigation measures, such as wearing masks in our offices or in meeting settings are also optional.

EEO STATEMENT: PHAB is an Equal Employment Opportunity (EEO) employer and does not discriminate on the basis of race, color, national origin, religion, gender, age, veteran status, political affiliation, sexual orientation, marital status, or disability (in compliance with the Americans with Disabilities Act) with respect to employment opportunities.