

American Psychiatric Association



Position Vacancy Announcement

Announcement No.: DOCPA-01302008-40200-8

Position: Director, Office of Communications & Public Affairs	Grade: X-2
Division/Department: Communications & Public Affairs	Salary Range: TBD
	FLSA Status: Exempt
	Work Site: Arlington, VA
	Work Hours: 8:00 am – 5:00 pm
Area of Consideration: All applicants	
Opening Date: January 30, 2008	Closing Date: Open Until Filled

BRIEF DESCRIPTION:

The incumbent provides oversight and guides the organization's strategic communications plans and daily activities, including: branding/consumer campaigns; advocacy & policy issues; media relations; media training; internal communications; member & staff newsletters; Web site content management; multimedia/video presentations; annual meeting press relations; and annual report and brochure production. Position also manages 9 staff persons and a budget over \$1 million dollars.

DUTIES:

Serve as a representative/senior spokesperson and develop key strategic messages on behalf of the association to internal audiences (members) and external audiences (national, local and international media; legislators; government officials; vendors; allied medical organizations; medical providers; civic groups; etc.

- Serve as a liaison to coordinate timely, relevant and effective communications with media, mental health partners and external stakeholders, physician groups, legislators, policy makers, public relations firms and others key constituents.
- Recommend and implement strategic plans for improving communications with internal and external constituents.
- Collaborate with allied medical organization on the development of public statements, press conferences and press releases.
- Advise the Membership Department and draft key messages to inform membership recruitment letters.
- Advise APA departments on potential story opportunities for coverage in *Psych News*.
- Periodically survey key audiences to improve and maintain quality of services.
- Advise APA executive and senior staff and APA leadership on communications priorities, protocols and policies.
- Serve as the primary liaison to communications vendors, i.e. public relations contractors.
- Serve as a liaison to communications executives for other mental health constituencies and medical organizations.
- Contribute story ideas, articles and commentary for APA publications.
- Oversee the development and distribution of member and staff newsletters.
- Oversee the production of the APA annual report and distribution to various key constituencies.
- Serve as the primary staff liaison to the Committee on Public Affairs.
- Attend OCPA and Advocacy Division and special events as needed.
- Represent OCPA/APA at external events and membership meetings.
- Conduct local and outside travel on behalf of the APA.

Design comprehensive communications and public affairs plans and budget to support the association's goals and priorities and to increase the association's visibility and credibility on public policy positions, research and treatment for mental disorders.

- Provide guidance and strategic counsel to the APA leadership (Board of Trustees and Assembly), District Branches and State Associations, members, the Advocacy Division and other departments and divisions to review, evaluate and support their communications and media relations needs as related to APA initiatives and priorities.
- Collaborate with the Director of Advocacy and division directors and staff on advocacy outreach plans for the APA and its members
- Attend meetings with department/division directors to assess, develop and implement communications strategies for APA-wide and departmental/division projects and programs.
- Provide strategic guidance on internal communications strategies and provide assistance in developing information to support departmental or division communications needs.
- Attend all Board of Trustee Meetings and Assembly meetings to advise the leadership on communications and marketing strategies and issues.
- Collaborate with the Committee on Public Affairs chair to arrange committee meetings and to discuss and plan communications priorities, strategies and resources on behalf of the association.
- Develop and direct communications action plans on major APA initiatives, including but not limited to the DSM V, policy initiatives, pro-mental health (anti-psychiatry) initiatives.
- Direct the development and use of new media and multimedia tools including a new line of APA videos (psa's identity video, etc.)
- Conduct research to ensure relevancy and accuracy of information.
- Prepare Power Point presentations and background information for meetings and events.
- Proofread communications materials and reports for accuracy and relevance.
- Make communications presentations on communications and media projects, strategies and outcomes at APA leadership and budget meetings and staff meeting.
- Prepare correspondence, agendas and other materials required for special events and annual meetings.
- Develop OCPA summary of activities for the Medical Director's column and other reports to the Board of Trustees, Assembly, Budget Committee and external audiences as needed that demonstrate the work of the office, the division and the association.

Direct and implement strategic plans for proactive and reactive media activity.

- Develop and maintain communications programs, protocols, policies and practices that support the associations' Advocacy agendas.
- Select and work with public relations vendors on major public information campaigns to help improve the image of and public knowledge of psychiatry and to help eliminate mental health stigma.
- Prepare briefing materials for Board members and other APA spokesperson, APA executive and senior staff for major interviews.
- Arrange and attend interview sessions with national media and APA Board and Assembly members and senior staff.
- Work with APA staff and members to pitch story ideas to the press and to the APA's *Psych News*.
- Prepare and review speeches, talking points, commentaries, opinion editorials and fact sheets on priority issues on behalf of the APA members and coalition partners.
- Provide media relations guidance and support for major media interviews, including media training, advance interview prep and assistance during major media interviews.
- Oversee and develop logistics and preparation for media training sessions during area meetings and annual meetings.
- Oversee and coordinate APA interview arrangements, materials and resources needed for general press conferences, media availabilities, conferences and marketing events.
- Attend local and regional press events and public relations meetings to ensure the APA's interests are properly represented.
- Direct all media activity and outreach and oversee the Press Room during the APA's annual meeting.
- Oversee the budget, resources for and production of the annual meeting *Daily Bulletin* newsletter.
- Oversee the budget, resources for and production of the APA TV News program during the annual meeting.
- Advise Division director, Medical Director and Board of Trustees President on media calls, plans and outcomes.

- Oversee and develop messages for all press materials: press releases, fact sheets, articles, commentaries, speeches and other essential APA media relations materials.
- Guide the development of press kits and other marketing materials for internal and external use to market the APA, conduct media outreach and to publicize APA initiatives.
- Advise Communications director on media calls, plans and outcomes.
- Oversee and direct media and communications support for the APA's public affairs representatives, DB/SAs and general members.
- Provide written and verbal guidance to public affairs representatives and DB/SAs members on effective use of press information for media interviews.
- Oversee the public dissemination of all press materials to the media
- Oversee public posting of all media materials on the APA's web sites.
- Analyze the impacts of materials and articles on public relations strategies and prepare summaries and reports to convey media and marketing outcomes.

Oversee office budget and resources and serve as the direct supervisor for all Communications staff to guide their daily work, enhance their productivity and give constructive feedback.

- Review staff projects and assignments on a daily and weekly to define projects and priorities, tasks, timelines, division of responsibilities, expectations and progress.
- Provide leadership and guidance to staff on projects and assignments to support their ability to complete projects, efficiently and effectively.
- Oversee and manage all budget activity for OCPA and APA-wide communications projects, programs and activities.
- Direct and oversee staff work (design and content) on the APA's websites.
- Direct all staff media relations outreach and materials.
- Direct all staff work on APA marketing publications including consumer and marketing brochures and the APA annual report.
- Advise deputy director on staff activities and priorities during leave from the office.
- Conduct staff evaluations and performance expectations for nine staff members.
- Other duties as assigned by the Division director.

QUALIFICATIONS:

- Bachelor of Arts; Public Relations, Public Affairs, Mass Communications or Journalism required; Master's Degree in Communications, Public Relations, Public Affairs, Journalism or related field preferred, with a minimum of 10 years as a practicing public relations professional; or an equivalent combination of education and experience.
- Knowledge of public relations, public affairs and marketing principles; minimum of 5 years managing communications staff and budgets.

WORKING CONDITIONS:

Office Environment

PHYSICAL EFFORT:

Sedentary

HOW TO APPLY:

All applicants, including APA employees, must submit an APA application form (resume may be attached). All applications must be received by the Department of Human Resources by close of business (5:00 p.m.) on the closing date of this announcement.

APPLICATIONS/RESUMES SUBMITTED FOR CONSIDERATION WILL NOT BE RETURNED TO THE APPLICANT.

WHERE TO APPLY:

Via Email: HRAPPS@psych.org

Via Mail or Delivery: Department of Human Resources
American Psychiatric Association
1000 Wilson Boulevard
Suite 1825
Arlington, Virginia 22209-9998

Via Fax: ATTN: **Director, Office of Communications & Public Affairs**
(703) 907 - 1088

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