



**Title:** Manager, Marketing and Communications

**Reports to:** Senior Director, Operations

**Classification:** Individual Contributor

**Location:** Boston

**Job description revision number and date:** V2; 04.17.2023

**Organization Summary:**

Community Care Cooperative (C3) is a 501(c)(3) non-profit, Accountable Care Organization (ACO) governed by Federally Qualified Health Centers (FQHCs). Our mission is to leverage the collective strengths of FQHCs to improve the health and wellness of the people we serve. We are a fast-growing organization founded in 2016 with 9 health centers and now serving hundreds of thousands of beneficiaries who receive primary care at health centers and independent practices across Massachusetts. We are an innovative organization developing new partnerships and programs to improve the health of members and communities, and to strengthen our health center partners.

**Job Summary:**

The Marketing and Communications Manager is responsible for overseeing projects and duties related to marketing, and internal and external communications. This manager will direct, develop, and disseminate all marketing and communications efforts for the C3 and its subsidiaries. They will work closely with the Senior Director, Operations, the Chief Business Officer, the Chiefs of Company Subsidiaries, and the Chief Executive Officer to develop and execute the Company's marketing and communications strategy.

**Responsibilities:**

- Collaborate with the Senior Director of Operations, Chief Business Officer and Chief Executive Officer (and other Chiefs as needed) to develop and execute the Company-wide marketing and communications strategy
- Manage relationship with the Company's marketing and communication agency(ies) including attending regular meetings to ensure needed marketing materials are developed on time, within budget and to desired standards
- Develop templates and workflows for internal and external communications
- Manage all projects and tasks related to internal and external marketing and communications
- Work with health center marketing teams to develop and disseminate materials that are in compliance with EOHHS and CMS, and other state and federal regulations
- Develop and execute portal system for Member FQHCs
- Collaborate with multiple stakeholders on enrollee outreach efforts
- Ensure compliance approval of external marketing materials from all regulatory agencies
- Manage all Company social media platforms including but not limited to LinkedIn and Twitter
- Draft and edit press releases highlighting major milestones for the Company and its subsidiaries
- Draft and edit communications coming from CEO to internal and external stakeholders
- Lead all efforts related to the Company's websites including frequent updates
- Monitor the overall progress of the assigned project and work, providing reports, identifying impediments, and communicating with all necessary parties
- Provide additional support for Operations and other departments based on department needs

- Communicate with all stakeholders to identify and define project requirements, scope, objectives, milestones, and tasks
- Provide recommendations to leadership on additional steps that should be used to protect and advance the brand and brand image of the company
- Other duties as assigned

**Required Skills:**

- Previous experience in marketing, communications, and strategy
- Excellent problem solving, organization, and communication skills
- Attention to details and ability to handle multiple concurrent assignments
- A proven ability to take initiative and work effectively with a team
- Time management skills with the ability to meet deadlines
- Excellent communication (oral and written) and interpersonal skills
- Collaborative, flexible, innovative

**Desired Other Skills:**

- Familiarity with the MassHealth ACO program
- Familiarity with Federally Qualified Health Centers
- Experience with anti-racism activities, and/or lived experience with racism is highly preferred

**Qualifications:**

- Bachelor's Degree required; Graduate Degree preferred with 3-4 years of relevant experience

***\*\* In compliance with Covid-19 Infection Control practices per Mass.gov recommendations, we require all employees to be vaccinated consistent with applicable law. \*\****