

Communications Manager

InSight Telepsychiatry – Marketing and Communications Department

Position Description

InSight Telepsychiatry is seeking an entrepreneurial-minded leader to manage its communications team. The ideal candidate will have excellent communication skills, a passion for increasing access to behavioral health care and a proven leadership record. This position is perfect for someone who is excited by the opportunities that come with developing and promoting a rapidly-growing organization. The communications manager will supervise several communication team members as well as oversee all communication related projects and processes.

Organization Overview

InSight is the leading national telepsychiatry service provider organization with a mission to transform access to quality behavioral health care through innovative applications of technology. InSight has two decades of experience with telepsychiatry, and serves hundreds of organizations across the country with its on-demand, scheduled, connected services and Inpathy divisions. InSight is uniquely positioned to offer scalable telepsychiatry services in settings across the continuum of care. InSight has a diverse provider team, a robust internal infrastructure and a history of adapting its programs to fit the needs of a variety of different settings and populations. www.InSightTelepsychiatry.com

Job Responsibilities

- Set and measure progress towards goals for communications team
- Collaborate with other departments to ensure goals and priorities are in alignment
- Directly manage a staff, including communications associate, education coordinator and potentially others
 - Responsible for daily supervision, coaching, training, compensation and performance management.
- Set, manage and report on a communications budget
- Create and manage a 2019 editorial calendar for content creation including:
 - white papers, newsletters, social media posts, presentation abstracts, press releases, external award nominations, internal award promotions, handouts, educational materials, website copy, blog posts, lead generation materials and special campaigns
- Ensure quality control for all internal and external materials and content
 - Maintain and encourage the use of InSight’s diction guide
 - Oversee ongoing “content checks” of rotating materials to ensure accurate and up to date messaging
- Oversee the strategic communications support of all InSight teams in conjunction with the marketing manager

- Offer strategic support to relevant InSight departments by overseeing the creation, updating and deployment of content and campaigns for:
 - **The regulatory team:**
 - Run advocacy campaigns around top policy issues
 - **The quality and process improvement team:**
 - Leverage quality data for promotion, education and thought leadership
 - Create internal education plans for any process improvement projects
 - **The human resources team:**
 - Ensure strong internal communication around changes and opportunities
- Manage outside vendors including relationship with a PR firm
- Oversee writing, editing and messaging of InSight’s responses to RFPs
 - Manage and update a database of RFP and proposal language
 - Work with other departments to collect or create new content required for responses
 - Edit and help with project management of full proposal
- Manage other complex writing projects
- Oversee special projects related to internal communications to keep InSight’s team connected and informed
- Meet regularly with department heads to identify and address any current or emerging communication gaps
- Update and oversee utilization of the comms department "processes book"
- Work with department leadership to ensure team engagement, morale, efficiency and quality
- Work closely with the marketing team on crossover projects and relevant language for proposals, handouts, email blasts, etc.
- Travel of up to 10%
- All other duties as assigned

Job Requirements

- Bachelor’s degree in communications, public relations or related field, master’s degree preferred
- 5+ years of related experience
- 2+ years of management experience
- Strong organizational skills
- Strong written communication skills and the ability to shift messaging for different audiences
- Ability to be flexible and shift priorities when needed

Ideal Candidate

- Background in behavioral health
- Background in telemedicine or telehealth

- Experience with Salesforce, Smartsheets , Wordpress and Adobe Creative Suites
- Experience with a growth company
- Comfort working with a remote team

Logistics

- Available November 1, 2018
- Full time
- Position based in Washington, DC, Marlton, NJ or Lynchburg, VA
- Reports to the Director of Strategy

To apply, please send your resume and a customized cover letter to recruiting@in-sight.net.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, and talk or hear. The employee frequently is required to use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and climb or balance. The employee is occasionally required to sit and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

EOE M/V/F/D