



Mental Health
Recovery Board
Serving Warren & Clinton Counties

Mental Health Recovery Board Serving Warren & Clinton Counties (MHRB)

Job Title: Deputy Director Communications, Marketing & Public Affairs

Status: Part-Time

FLSA TYPE: Exempt

Reports To: Executive Director

Work Site: Warren & Clinton Counties

Position Summary

Leads strategic communications, marketing, public relations, and levy campaign efforts (focused in initial 6 months) for the Mental Health Recovery Board Serving Warren and Clinton Counties (MHRB). Responsible for developing and executing internal and external communication strategies, media relations, Board and executive communications, brand management, public awareness initiatives, and the renewal levy campaign.

Key Responsibilities

- Lead planning and execution of the 2026 levy renewal campaign, including campaign strategy, steering committee coordination, consultant management, messaging, research, and post-campaign analysis.
- Develop and implement annual communications and marketing strategies aligned with organizational goals.
- Lead all media relations, including press releases, interviews, crisis communications, and relationship management with reporters, elected officials, and community stakeholders.
- Serve as strategic communications advisor to the Executive Director, Board of Directors, and senior leadership.
- Create and manage internal and external communications including newsletters, annual reports, website content, social media, presentations, talking points, and brand messaging.
- Develop executive-level writing including Board communications, speeches, presentations, legislative messaging, and stakeholder correspondence.
- Maintain and enforce organizational branding standards, brand decks, and communication guidelines across providers and contractors.
- Manage communication projects from planning through execution, including vendor oversight, timelines, deliverables, and budget accountability.
- Support public engagement efforts by representing MHRB at community, civic, and governmental events.
- Monitor communication metrics and campaign performance to evaluate effectiveness and inform strategy.
- Maintain confidentiality and perform other related duties as assigned.

Qualifications

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, or related field preferred.
- 10+ years' experience in communications, marketings, public affairs, or executive communications.
- Strong professional writing, editing, and proofreading skills required.
- Extensive experience in media relations, strategic messaging, and public communications.
- Experience supporting a Board of Directors, executive leadership, or C-suite environment.
- Proven experience leading communication strategy, marketing strategy, and complex project management.
- Experience developing newsletters, internal communication plans, brand messaging, and public campaigns.
- Levy campaign, public funding campaign, or issue-based advocacy experience preferred.
- Strong relationship building skills with community leaders, media, and stakeholders.
- Valid driver's license or ability to travel within the service area required.

Core Competencies

- Strategic Communications
- Media Relations
- Executive and Board Communications
- Marketing Strategy
- Internal Communications
- Brand Management
- Project Management
- Crisis Communications
- Levy Campaign Leadership
- Stakeholder Engagement
- Professional Writing and Editing

This job description in no manner states or implies that these are the only duties and responsibilities to be performed by the employee filling this position, who will be required to follow instructions and perform any duties required by the employee's supervisor or designee.

MANAGEMENT APPROVAL

_____ / /
Board President **Date**

EMPLOYEE UNDERSTANDING

_____ / /
Employee **Date**

Revised and approved on _____ by the Executive Committee