The Association of Schools and Programs of Public Health (ASPPH) is a 501(c)(3) membership organization located in Washington, DC that serves as the voice of accredited academic public health. ASPPH’s 35-person staff serves more than 137 academic schools and programs of public health accredited by the Council on Education for Public Health (CEPH). ASPPH’s mission is to strengthen the capacity of our members by advancing leadership, excellence, and collaboration. Our vision is improved health for everyone, everywhere.

ASPPH is committed to our core values of diversity, equity, and inclusion and actively works to integrate these core values into all elements of our work. ASPPH is an equal opportunity employer and highly encourages candidates from all backgrounds to apply, including people of color, ethnic minorities, new Americans (immigrants and refugees), LGBTQ+ individuals, people with alternate abilities, indigenous individuals, and veterans. ASPPH complies with all federal, state, and local laws providing equal employment opportunities, and all other employment laws and regulations. ASPPH maintains a work environment that is free of harassment, discrimination, or retaliation because of age, race, color, national origin, ancestry, religion, sex, sexual orientation, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

**Position Purpose**

The Director of Communications is a member of the External Relations & Advocacy (ERA) team and leads the development of and implements ASPPH’s communications strategy to increase ASPPH’s external visibility and impact. The director will help to establish ASPPH as the thought leader of academic public health in the eyes of member schools and programs, the public health community at-large, policy makers, as well as in the press and the public. At the Direction of the Chief External Relations and Advocacy Officer, this position recommends and manages communication opportunities for ASPPH Leadership and Board. The director of communications oversees the operations of the ASPPH communications to ensure coordinated, effective, and efficient operations. The Director also manages and develops ASPPH internal communications content.

**Primary Responsibilities**

- Reports to the Chief of External Relations & Advocacy Officer regarding internal and external communications, media strategy and matters related to public health/crisis communications issues response, public policy, programming, and public events.
- Responsible for content development for publications including, but not limited to, ASPPH newsletters, brochures, viewbook, annual reports, announcements, and specialized/targeted publications.
- Drafts press releases, speeches, Op-Eds, social media, and newsletters in collaboration with the Marketing Manager and Project Coordinator.
• Creates, manages, and executes strategic communication planning process for the organization across all media platforms—web, digital, print, and social. Includes managing ASPPH’s strategic external calendar and programmatic messaging strategies in partnership with the Director of Design and the Marketing Manager.
• In collaboration with the Senior Director of Application Development and the Director of Design manages the ongoing development, enhancement, and content of ASPPH website to ensure a fresh, advanced, and compelling web presence at the highest level.
• Manages communications across assets and works to anticipate and mitigate communications and potential risks to the organization.
• Develops and executes strategies for proactive media outreach to build relationships with journalists.
• Handles media inquiries with speed, professionalism, and accuracy.
• Maintains contact with local, state, national, and international media; produces releases and media advisories; produces announcements of ASPPH initiatives, including, but not limited to, awards, statements, special activities; oversee story production; solicit and promote story ideas to targeted media; promote and disseminate member research and initiatives; work with media to provide ASPPH faculty experts for articles and broadcasts.
• Helps create opportunities for the Executive Director & CEO, Chiefs, and member Deans to interact with the press to enable ASPPH to be a trusted source in the media.
• Coordinates with Director of Advocacy & Federal Affairs to enhance the impact of ASPPH’s advocacy at all levels of government.
• Serves on the Development team to facilitate annual philanthropic support and grown annual revenue.
• Curates content and collaborates with the ERA Coordinator on analytics to ensure Association messaging reaches key external stakeholders in a timely, engaged, and effective manner.
• Works to promote the Association’s Annual Meeting.
• Oversees media management platforms.
• Continually seeks information on trends and techniques in internal and external communication, as well as best practices for implementation at ASPPH.
• Other duties as needed.

Minimum Qualifications

• Exceptional writing, editing and communications skills.
• Experience in journalism, media relations or communications.
• Track record of a proactive creative approach that leads to results.
• Expert news judgment.
• Knowledge of academic public health and higher education.
• Knowledge of information dissemination techniques, including alternative ways to inform via written, verbal, and visual media.
• Strong analytical and research skills with demonstrated ability to analyze data with precision.
• Ability to succeed in a fast-paced, high-productivity environment.
• Excellent interpersonal, organizational and time management skills.
• Attention to detail and accuracy.
• Ability to meet deadlines
• Communicates effectively as appropriate for the needs of many audiences
• Ability to analyze information and evaluate results to choose the best solutions and solve problems
• Ability to maintain a high level of confidentiality with sensitive information

Education
• Bachelor’s degree in relevant discipline or equivalent experience.

Additional Information
• Work Locale: The position will be based in the ASPPH’s Washington, DC office. ASPPH maintains a hybrid work environment.
• Reports To: Chief External Relations and Advocacy Officer
• Manages/Supervises: Some supervisory responsibilities
• Authority to Work in the US: The individual must be legally eligible to work in the US.
• Travel Requirements: The position may involve occasional travel to, and participation in, meetings related to the position’s professional responsibilities.
• Compensation: The position’s compensation level is based on industry salary surveys and the individual’s experience. ASPPH offers a generous benefits package.
• Position: Full-time, exempt position.

Working at ASPPH
As an organization dedicated to the advancement of academic public health, ASPPH promotes a healthy work-life balance for our employees. We maintain a 35-hour work week, flexible schedules, a hybrid work environment, competitive and generous health and wellness benefits, a generous PTO program including 3 weeks of paid leave, 12 paid holidays, paternity/maternity leave, DC Family and Medical Leave, a casual attire policy, and a 403b retirement plan with ASPPH contributing after 2 years of service. ASPPH’s beautiful office is new, with ample co-working spaces. The class A building has multiple amenities, including a spa-like fitness room with access to showers and lockers, designated bike space, and in-building parking.

To Apply
To apply, submit cover letter and resume here. Applications will be accepted through 5pm ET on June 10, 2022. No phone calls please.