West Virginia Department of Health and Human Resources  
Director of Communications  
**Job Classification:** Exempt, Full-Time  
**Work Schedule:** Monday-Friday; on-call evenings, weekends, and holidays

**Job Description:**
- Member of executive team for overall operation of Department, focusing on communications strategies, internal and external messaging, media presence and requests, talking points, press releases, publications, social media, and image for the state’s largest government agency covering public health, Medicaid, WV Children's Health Insurance Program, social services, family support services, child support, behavioral health, substance abuse, and various related boards and commissions.
- Serve as communications liaison with the Governor’s Office, coordinating media events, responses, special projects and events, and work groups as needed and requested.
- Facilitates relationships with local, state, and federal partners.
- Responds to routine, crisis, and challenging situations with professionalism and accuracy.
- Leads the generation of content including but not limited to external communication including newsletters, news briefs, website, and social media platforms.
- Identifies challenges and emerging issues faced by the Department and individual members/areas. Recognizes internal and external communication opportunities, and defines and executes appropriate strategies to support them.
- Responsible for editing all written material, focusing on quality and content.
- Develops relationships with media outlets and other partners.
- Assures consistent branding and messaging.
- Coordinates and supervises website development.
- Supervises Communications Office staff.
- Manages contracts and implements and adheres to communications budget.

**Qualifications:**
- Master’s degree in journalism, communications, marketing or related field that ensures excellent writing and editing skills that conform to nationally-accepted journalistic style.
- Five or more years of experience in communications or public relations demonstrating writing and editing experience covering areas such as website content, newsletters, and external facing communications, with experience in health care, social welfare policy, or government preferred.
• Strong interpersonal communication skills with the ability to effectively communicate, both written and verbal, in a professional manner that supports the goals and objectives of the Department and Governor’s Office.
• Strong organizational skills, the ability to prioritize, and the ability to coordinate multiple projects.
• Able to work with strict confidentiality requirements, as well as utilize good judgment in the preparation and distribution of confidential information.
• Self-directed and able to thrive in a complex and rapidly changing environment.
• Proficient in Microsoft and Google platforms and able to learn additional software applications.

Work Environment:
• Professional and deadline-oriented environment in an office setting.
• Interaction with internal and external customers.
• Job duties will be performed primarily onsite in Charleston, West Virginia.
• Travel may be required.