

**CHAMPAIGN COUNTY MENTAL HEALTH BOARD
And CHAMPAIGN COUNTY DEVELOPMENTAL DISABILITIES**

Position Opening

Social Marketing Director (Final Draft)

Grant Funded Position

The ACCESS Initiative is a collaboration of system and community partners that will create and sustain a community-based, family-driven, youth-guided and culturally and linguistically competent system of care for children and their families. The ACCESS Initiative seeks to hire a Social Marketing/Communications Manager to support its efforts *to communicate the social change of social services in Champaign County*. This position is funded by a SAMHSA Child Mental Health Initiative Cooperative Agreement in collaboration with the Illinois Department of Human Services and employment is solely dependent upon continuation of grant funding.

Responsibilities: Develop and oversee a comprehensive social marketing plan; coordinate public education activities and outreach efforts; serve as a liaison to the national communications campaign contractor; work with Intake Data Coordinator and Evaluation Team to creatively disseminate local evaluation findings to bring awareness to key community stakeholders. This position reports to the Project Director.

Required Qualifications: Bachelors degree or equivalent experience in communications, marketing or a related field. Three or more years of experience in a combination of social marketing, public education and outreach efforts, development, fund-raising and public relations. Strong commitment of System of Care values. Excellent communication skills. Knowledge and experience in social marketing, communications and development as well as excellent writing and public speaking skills. Knowledge of community mental health preferred. Ability to connect with diverse audiences through outreach using web-based technologies and social media. Ability to prioritize multiple tasks. Exhibit an entrepreneurial attitude while being a team player. Preferably the ideal candidate would make a minimum of a 3-4 year commitment to the ACCESS Initiative. Travel required.

Salary:

\$40,000 - \$45,000 FTE plus benefits, based on qualifications and experience. In order to receive full consideration, please send a letter of interest, resume and the name, address and phone number for three professional references by the close of business on April 19, 2010 to:

**Executive Director
CCMHB -CCDDB
1776 E. Washington
Urbana, IL 61802**

CCMHB and CCDDB are
an EE, EOE