**Job Summary:** The Director of Planning and Development administers and directs the lifecycle of change management projects, grants management, and measured marketing strategies. This includes developing and maintaining the infrastructure necessary to propose, review, prioritize, build, secure funding, execute and track efforts in all three areas. Additionally, the Director develops annual strategic plans and budgets associated with the three areas. This position directs and oversees the content published on the [CHC] Intranet, the Company Web Site, provides expertise in process design and tool development, and manages staff and external resources as assigned.

**Primary Job Duties:**

**General**

1. Manage external vendors and consultants.
2. Manage staff as assigned by providing direction, development opportunities and regular evaluations.
3. Actively and collaboratively participate in Management Team initiatives.
4. Participate in federal, state and local industry conferences and meetings as needed to maintain an expertise in marketing, grant and project opportunities.

**Specific**

1. Direct the grant/project/marketing initiative lifecycle and infrastructure required to scope, approve, build, implement, measure and close efforts.
2. Develop tools and principles as needed to direct the grant/project/marketing initiative lifecycle.
3. Scope and design work plans and timelines that successfully achieve the stated objective while minimizing any risk that a grant/project/marketing initiative may breakdown or fail.
4. Manage individual and collective grant/project/marketing initiative timelines to ensure that deliverables are completed on time and on budget.
5. Generate a closing report at the end of each grant/project/marketing initiative to summarize the project’s lifecycle and provide recommendations on sustainability issues or post-implementation actions.
6. Actively seek grant opportunities to bridge funding gaps identified by the Management Team.
7. Draft and edit grant narratives.
8. Maintain a data repository of salient federal, state and local maps, demographics and grant measures.
9. Perform an annual assessment of the clinic-wide marketing priorities to develop an annual marketing strategy and budget.
10. Proactively identify strategic marketing opportunities in social media (i.e. Facebook, etc.) and traditional media (i.e. radio, print, etc.)
11. Design measures to assess the impact and efficacy of external marketing strategies.
12. Design and maintain the intranet content infrastructure (i.e. content proposal, review, approval, design and publication).
13. Assess and approve requests for internal and external marketing efforts.
14. Develop and monitor standards for appropriate use of content on the intranet.
15. Provide expert support to [CHC] Supervisors in developing and maintaining department sites on the intranet.
16. Manage vendor and contractor relationships within the scope of a grant/project/marketing initiative.

**Other Duties and Responsibilities:**

1. Performs other duties and tasks as assigned by supervisor.
2. Expected to meet attendance standards and work the hours necessary to perform the essential functions of the job.
3. Employees are expected to embrace, support and promote the core values of respect, integrity, trust, compassion and quality which align with the [CHC] mission statement through their actions and interactions with all patients, staff, and others.
4. Follows all safety policies and general housekeeping practices. Ensures the area and its equipment and supplies are neat, clean, safe and utilized appropriately at all times, and participates in emergency drills.
5. Demonstrates positive attitude toward clients, co-workers, and outside agencies.
6. Supports interdisciplinary team in area by listening to concerns and suggestions and by providing follow-up and feedback in a timely manner.
7. Keeps customer service and the mission of the organization in mind when interacting with all clients, co-workers, and others.
8. Must be able to tolerate frequent work interruptions, organize work and reset priorities in order to complete work responsibilities in a timely manner.
9. Follows all established policies, guidelines, and procedures, including federal and state regulations to assure safe practices and quality patient care. Includes following of Universal Precautions and Infection Control Standards and compliance with Joint Commission and HIPAA regulations.

**Job Specifications:**

1. **Education:** Bachelor’s Degree in Business Administration or related field, Masters preferred. Experience may be substituted for education.

**2. Certifications:** Certified Project Management Professional (PMP) from the Project Management Institute (PMI) is preferred.

**3.** **Experience:** Three or more years with direct work experience in a project management capacity, including all aspects of process development and execution. Project management experience managing medium to large scale implementation or enhancement projects. Demonstrated experience in group facilitation and managing multiple stakeholders. Experience with budget forecasting.

**4.** **Essential Technical/Motor Skills:** Ability to communicate technical information clearly both orally and in writing with people at varying technical levels. Knowledge of computer applications and equipment related to work. Strong organizational skills, working effectively in a multi-task environment, prioritizing tasks properly, and completing tasks/projects in a timely manner, providing leadership to staff. Excellent written and verbal communication skills. Ability to effectively prioritize and execute tasks in a high-pressure environment is crucial. Adept at conducting research into project-related issues and products. Ability to bring project to successful completion. Can conform to shifting priorities, demands and timelines through analytical and problem-solving capabilities.

**5.** **Interpersonal Skills:** Excellent customer service skills. Ability to build and work in a collaborative team work environment. Strong interpersonal/communication skills with the ability to develop and maintain effective working relations with peers, patients, other agencies, contracted providers, and the public. Ability to work well independently, provide leadership, learn quickly and adjust work assignments in response to system changes. Ability to work in a fast paced environment and remain flexible under stressful situations.

**6.** **Essential Physical Requirements:** Work is normally performed in a typical interior/office work environment. Requires exerting up to 10 pounds of force occasionally in order to move objects, utilizing safe practices. Requires frequent: standing, sitting, walking, and fine hand dexterity. Requires occasional: lifting, carrying, reaching, handling, bending, twisting, crouching, stooping, reaching, grasping, moving, crawling, kneeling. Must have continuous ability to read forms, computer screens, correspondence and other documents. Extended hours may be required to meet project deadlines.

**7.** **Essential Mental Abilities:** Ability to analyze problems and develop solutions, read and interpret materials, and the ability to be organized and attentive to detail. Knowledge of clinical policies and procedures. Ability to exercise independent judgment and reason objectively. Ability to assess, project and plan for clinic needs. Ability to document concisely, accurately and timely. Must be able to pay attention to detail, manipulate/interpret numbers, perform calculations and explain processes to staff. Must be able to handle a variety of duties which may be interrupted or changed by immediate circumstances.

1. **Essential Sensory Requirements:** Must have ability to see, hear, feel, and verbally communicate on a continuous basis. Ability to read computer keyboard, monitor, and documents. Prepare and analyze documents. Read extensively. Receive and convey detailed information orally, by telephone and in person. Convey accurate and detailed instructions by speaking to others in person and by telephone.
2. **Exposure to Hazards:** Worker is subject to inside environmental conditions on a frequent basis with moderate noise. May be exposed to outside working conditions when traveling to other work sites.
3. **Blood/Fluid Exposure Risk:** Category III - Tasks involve no greater exposure to blood, body fluids, or tissues than would be encountered by a visitor.
4. **Age Specific Competency:** Position does not involve patient care. Position will demonstrate general knowledge and skill to effectively communicate and provide safety measures to all life cycles.