



**Community Health Centers of Arkansas, Inc.  
Arkansas Primary Care Association**

*"To equip, unify, and advocate for an innovative network  
that provides exceptional health care to all."*

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**POSITION:** Communications Manager

**GENERAL JOB DESCRIPTION:** The Communications Manager is the organizational lead for overseeing the Community Health Centers of Arkansas, Inc. (CHCA) 's internal and external strategic communications.

The Communications Manager will develop and implement the strategy for consistently communicating CHCA's mission, vision, and value proposition to internal and external stakeholders. This person will ensure the deployment of consistent brand and messaging to increase awareness of Community Health Centers (CHCs). They will partner with CHCA's executive leadership team to evaluate and respond to the organization's current and future communications activities, creating action plans and securing third-party support as needed.

This position will develop, maintain, and execute a strategic communication plan that aligns with CHCA's organizational strategic plan. It will leverage demonstrated experience in brand promotion through storytelling, creative writing, and technical writing. The Communications Manager will write and edit data-driven communication/ informational content and oversee the development of newsletters and other recurring reports to educate about community health centers and primary care associations.

CHCA requires all staff members to work both collaboratively and independently.

CHCA is a non-profit organization established in 1985 to expand access to affordable quality care in Arkansas and create a unified voice for Community Health Centers (CHCs) and the patients they serve. CHCA further supports Arkansas CHCs through training, technical assistance, and education.

**SUPERVISED BY:** Chief Strategy Officer

**SUPERVISORY RESPONSIBILITIES:**

- Communications Intern

**RESPONSIBILITIES (include but are not limited to):**

- Work with CHCA's executive team to represent the organization's point of view to staff, members, external agencies, organizations, and the public.
- Develop and manage a comprehensive communications plan, including objectives, goals, and a budget.
- Coordinate and oversee the development of various publications, social media, website content, promotional materials, etc.

- Work closely with the executive team to ensure CHCA projects, work plan activity, and action plans, as they relate to you and your team, are on track and milestones are reached.
- Create and edit content for press releases, editorials, articles, and reports.
- Coordinate website maintenance, ensuring that new and consistent information is posted regularly and timely.
- Oversee and collaborate on writing content for social media platforms to increase corporate visibility and relevance (i.e., Facebook, Instagram, Twitter/X, etc.)
- Oversee and ensure the viability of the CEO’s public social media profiles to protect the CHCA brand.
- Consult with CHCA staff on the viability of their public social media profiles to protect the CHCA brand.
- Oversee the design/update of marketing materials (exhibit display pieces, brochures, advertisements, fact sheets, etc.).
- Oversee and collaborate to design, build, and market the “annual conference” theme and materials.
- Collaborate with CHCA staff to ensure brand messaging consistency before distribution.
- Develop and maintain media relations and build and maintain a media profile database.
- Represent CHCA at various expos, conferences, and meetings (as needed).
- Perform other duties as assigned.

**QUALIFICATIONS:**

Education:

- Bachelor’s degree in Communications, Journalism, Marketing, Public Administration, or a related field

Experience:

- Five or more years of communications or public relations experience, demonstrating writing and editing experience covering areas such as website content, newsletters, and external facing communications, with experience in health care or non-profit preferred.
- Knowledge and understanding of planning, implementing, and evaluating outreach/communications projects.

**KNOWLEDGE/SKILLS/ABILITIES:**

- Proficiency in Microsoft Office (Word/Outlook, Publishing, Design and Editing products, etc.)
- Problem-solving and critical thinking skills
- Exceptional organizational skills
- Excellent writing, editing, presentation, and communication skills
- Competence to build and effectively manage interpersonal relationships at all levels (i.e., community leaders, media, state and federal agencies, non-profit groups, etc.)

- Marketing/Public Relations knowledge and experience (i.e., developing public service announcements, press releases, audience segmentation, social marketing/social networking, etc.)
- The ability to transform knowledge into exciting and useful messages and disseminate them to the appropriate audiences through the most suitable communication channels.
- Proven working experience in social media or related fields.
- Ability to work independently as well as function as a team member.

**BENEFITS:**

- CHCA offers health, dental, and life insurance.
- CHCA also offers paid annual, sick, and holiday leave.
- A retirement plan is provided with a company match.

**TO APPLY:**

Send resume and letter of interest to Miranda Morris at [mmorris@chc-ar.org](mailto:mmorris@chc-ar.org)