



OPEN DOOR

FAMILY MEDICAL CENTERS

Chief External Relations Officer

Open Door Family Medical Centers has been serving low-income, under-served residents and those lacking access to health care in the communities of Westchester and Putnam counties for more than 40 years, providing high quality primary health care and human services at affordable prices. Open Door's nationally renowned Community Health Center sites, mobile dentistry units, school-based health programs, and its family practice and dental residency training programs, deliver exceptional value to both patients and the communities it serves, dedicated to engaging men, women and children in healthier lifestyles and creating healthier communities.

This year, Open Door will be the medical home for more than 40,000 patients, providing more than 210,000 visits. Our family medical services include primary medical care, dentistry, mental health, optometry, podiatry, and women's health in Ossining, Sleepy Hollow, Port Chester, Mount Kisco, and Brewster, NY.

Open Door believes that healthcare is a right, not a privilege, with primary care to be affordable and delivered cost-effectively. We believe that healthy individuals and families are the foundation of a caring society, and that those empowered to lead healthy lives contribute significantly to our communities' success. For additional information, please, visit www.opendoormedical.org.

Open Door is seeking an experienced Chief External Relations Officer to lead brand management, external relations and community engagement, marketing, special events and all aspects of fundraising, as well as internal and external communications. The External Relations Officer will be the steward of Open Door's brand and be responsible for brand management and brand awareness marketing and partner with the President/CEO and the Open Door Foundation Board in cultivating and managing a portfolio of major gifts prospects and donors.

This position reports to the President/CEO and will have several direct reports and will be based in Ossining, NY.

All Open Door Family Medical Centers are located in Westchester and Putnam Counties located just north of New York City, which offer excellent schools, easy access to a multitude of outdoor activities, and superb transportation connections to New York City.

Responsibilities:

- Provide leadership to the External Relations Team to achieve goals and objectives that support Open Door's continued growth.
- Lead and manage all marketing activities to ensure a cohesive brand across stakeholders, including patients, staff, donors, community members, potential employees and others.
- Strengthen and maintain Open Door's brand as a high-quality, community- oriented health center.

- Design and execute effective community engagement strategies and develop engaging and strong relationships with key stake holders.
- Be a strategic partner to the President/CEO in developing marketing and fundraising strategies.
- Manage and oversee all fundraising activities, including events, major gifts and campaigns and cultivation of donors.
- Partner with the President/CEO as the primary liaison with Open Door's Foundation Board and other major donors.
- Manage consultants.
- Develop and execute a comprehensive strategy for internal and external communications.
- Lead media relations including Open Door's website, social media, media relations, publications and advertising campaigns.
- Lead the development of collateral documents including brochures, publications, posters, etc.

Requirements:

- Bachelor's Degree.
- Minimum of 8-12 years of experience in brand management and brand awareness marketing with 5+ years in a lead role in the field.
- Significant experience working on or managing a well-recognized brand.
- Minimum of 6-8 years managing a department and leading, motivating and developing a team of direct reports with an increasing scope of responsibilities.
- Exceptional creative and focused writing skills.
- Superb cultivation and relationship building skills.
- Creative thinker. Comfortable and experienced working independently and as part of a team to develop engaging and creative ways to advance and communicate the Open Door brand.
- Outstanding project management skills.
- Strong ability to identify and understand Open Door's core brand elements and develop and implement multi-channel marketing strategies to increase brand awareness and reach new audiences.
- Detail-oriented with strong analytical, organizational and administrative skills.
- Experience developing and managing budgets as well as work plans, including the ability to accurately track and report against goals.
- Proficiency in Microsoft Office Suite.
- Experience in performance management including goal setting, effective feedback and development.

There are many fantastic benefits to a career at Open Door Family Medical Centers. In addition to working to effect positive change in the health and lives of thousands residents of Westchester and Putnam counties, Open Door offers its employees a stimulating, diverse and team-based work environment with comprehensive benefits including medical, dental, life insurance, flexible spending accounts, 403(b) and 401(k), generous paid time off, onsite Wellness facilities, and educational assistance. Aside from excellent benefits, we offer a

competitive salary and annual bonuses based on patient care. As a community health clinic serving the underserved in high needs areas, Open Door qualifies our health care providers for federal and New York State loan repayment programs that can significantly reduce their eligible outstanding educational loans.

At Open Door, we enjoy working in a team-based, patient-centered environment and value the benefits of a diversified workplace that values our patients and the communities we serve.

If you want to make a difference in the lives of thousands of patients in the health of our communities of Westchester and Putnam counties, and if the position speaks to your capabilities, experience and commitment to improve the health of our communities, please send your resume and cover letter with salary requirements to dbatten@odfmc.org with "External Relations Officer" in the subject header. Qualified candidates will be contacted by phone and/or email. Open Door conducts background and reference checks, as well as writing and computer literacy tests for final candidates.

Open Door is an Equal Opportunity Employer.