

MEADOWS  
MENTAL HEALTH  
POLICY INSTITUTE

**Job Title:** Senior Vice President of Communications

**Reports To:** Chief Impact Officer

**Position Summary:** The Meadows Mental Health Policy Institute (Meadows Institute) seeks a collaborative and strategic professional to serve as Senior Vice President of Communications (SVP). This individual will be responsible for the development and implementation of story-driven communication strategies designed to advance the Meadows Institute's reputation among key constituents and drive broader awareness and support for the organization and its policies. The SVP will be responsible for all Meadows Institute's communications products and services, including its website, newsletters, printed and online materials, multimedia and social media, public relations, and marketing.

This is a remote, full-time position. Residency in Texas is required, with preference for Austin, Dallas, or Houston. Travel (up to 15%) may be required. Successful candidates must show proof of eligibility to work in the United States. Relocation assistance is not available.

**Responsibilities:**

- Develop and implement a strategic communications plan that serves organizational goals by building the Meadows Institute's brand identity, advancing its policy priorities, broadening awareness of its programs, and increasing its visibility as the most sought-after, influential advisor on mental-health policy and practice in the state and nation.
- Work with executive leadership to align communications products with the priorities of the organization, creating a news, public relations, and marketing strategy that will enable Institute leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including senior government leaders, health care executives, education and justice system leaders, policy makers, donors, and key media outlets.
- Develop the use of multimedia and social media to expand and enhance the Meadows Institute's communication with external audiences.
- Lead a growing team of communication specialists, editors, PR practitioners, webmaster, graphic designer, videographer/photographer, and support staff.
- Maintain a broad view of institute's programmatic initiatives and policy opportunities and integrate them into the communication strategy. Communicate about significant legislation on mental health policy and how the Institute works to achieve its legislative goals.

- Advise executive leadership on how best to respond to large-scale crises (e.g., mass shootings, natural disasters, civil unrest, etc.)
- Help re-envision and execute the Institute's annual Engage & Excel Conference and other events, particularly those including partnerships with other organizations, to maximize impact.
- Other duties as assigned.

**Required Qualifications:**

- Bachelor's degree in journalism, communications, marketing, or a related field.
- Minimum seven years' experience in a senior communication management role, preferably in-house, in a news setting, or with a public relations agency that had frequent and continuous dealings with news media.
- Experience in journalism and working with reporters and editors in a multimedia format.
- Exceptional written, oral, interpersonal, and presentation skills and experience producing complex content for a variety of print and online communications media.
- Strong understanding of current communication technology and how to leverage it to maximize message impact.
- Creative problem solver who can balance the interests of multiple stakeholders while driving projects forward; ability to work at both the strategic and tactical level.
- Energetic, highly flexible, and collaborative leader with the ability to make decisions in a changing environment and to anticipate future needs.
- Demonstrated success in mentoring and coaching staff to promote a culture of high performance and ensuring the adherence to professional standards of ethics and performance.
- Familiarity with Texas political landscape and background in mental health, medicine, or science preferred.

**To Apply:**

Qualified applicants are encouraged to submit their resume and cover letter to [careers@mmhpi.org](mailto:careers@mmhpi.org).

**About Meadows Mental Health Policy Institute:**

The Meadows Mental Health Policy Institute is a data-driven, nonpartisan, nonprofit organization that supports the implementation of policies and programs that help Texans obtain effective, efficient mental health care when and where they need it. The Institute's vision is for Texas to be the national leader in treating all people with mental health needs. For more information about the Meadows Institute, please visit: [www.mmhpi.org](http://www.mmhpi.org).

*The Meadows Mental Health Policy Institute is committed to equality of opportunity in all aspects of employment and provides full and equal employment opportunities to all employees and potential employees without regard to race, color, national origin, religion, gender (including pregnancy, childbirth, and related medical conditions), physical or mental disability, age, citizen status, veteran status, genetic information, or any other legally protected status.*