

Western Montana Mental Health Center
106 W. Broadway
Butte, MT 59701
Phone: (406) 723-4033
Fax (406) 723-7117

Job Title: Area Director (AD) – Region 2
Department: Western Montana Mental Health
Reports to: Chief Operations Officer - WMMHC
FLSA Status: Full Time; Exempt

The Area Director (AD) is an outward facing position for WMMHC, responsible for the direction and administration of WMMHC's community presence within the assigned service area. The AD-2 will cover Lewis & Clark, Silver Bow, Powell, Deer Lodge and Jefferson Counties. The AD will be an executive team member with matrix leadership responsibilities who participates in reviewing and establishing agency priorities within the assigned service area. The AD must be knowledgeable regarding all policies and program operations for all WMMHC services.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Act as the primary liaison between WMMHC and community and business leaders within the assigned region.
- Develop and maintain productive working relationships with key stakeholders within assigned region.
- Maintain detailed knowledge of market landscape; including but not limited to funding opportunities, legislative actions, and competitive intelligence.
- Contribute market knowledge to inform agency marketing and communications strategy.
- Coordinate with WMMHC leadership to provide area-specific inputs for public relations, fundraising and development, and business referral and development.
- Participate in executive team meetings to establish area-specific priorities, needs, and opportunities.
- Collaborate with service line directors regarding services offered and operational issues within the assigned region.
- Provide on-site support for WMMHC services line directors as necessary.
- Execute agency public relations/communication strategy within the assigned region.
- Represent WMMHC interests during mental health events, local and state government meetings, conferences and public forums.
- Prepare and present agency information and press releases, as necessary for conferences, campaigns, and marketing purposes.
- Coordinate broad external and internal communications for WMMHC under direction of WMMHC executive leadership.
- Support internal communications by engaging WMMHC employees on new initiatives and strategy implementation while promoting an empowering approach.
- Facilitate fundraising opportunities and activities, including solicitation for specific causes or projects.
- Collaborate with employees within the assigned region to plan events and programs that promote WMMHC brand recognition and build community awareness.
- Promote the positive image of WMMHC services throughout the community.
- Other duties as assigned.

KNOWLEDGE AND SKILLS/ABILITIES

- Working knowledge of behavioral health service models including substance abuse and serious mental illness, family and general systems theory, principles and techniques of program development, effective treatment approaches for adults, children and families; knowledge of dynamics of human behavior and social relationships.
- Ensure adherence to substance abuse and mental health laws and consumers' rights throughout WMMHC's programs, including current knowledge of ARMs and any other rules, regulations or laws to ensure WMMHC compliance.
- Thorough knowledge of principles of public relations, community health programs and services, approaches to event/project fundraising, philanthropic development, and creating business referral and development.
- In-depth knowledge of quality systems in order to contribute to interventions and measures to assist with strategy.
- Excellent presentation skills with attention to creativity and different types of media and marketing campaigns.
- Able to perform independently with minimal direction and supervision including ability to prioritize multiple tasks and handle a heavy work load.
- Detail oriented with ability to follow through on tasks for event and project management purposes.
- Able to adequately respond to stressful situations, work well under pressure and have a flexible demeanor.
- Demonstrate ability to establish objectives that are integrated into the strategic plan, mission and vision of WMMHC.
- Demonstrate sound and accurate judgement and be able to problem solve and vet different options/solutions.
- Responsive to internal and external customer needs, including being tactful, respectful, and considerate of others regardless of the situation.
- Must have personal accountability and keep commitments.
- Reliable attendance and ensure work responsibilities are covered when absent.
- Proficient skills in the use of a multi-line phone system, computer systems, and basic software programs, including Microsoft Office – Outlook, Word, Excel, PowerPoint.
- Intermediate proficiency in the use of Publisher or other publishing software that allows layout and design of marketing materials.

EDUCATION AND EXPERIENCE

The knowledge, abilities, education and experience may be acquired through a combination of education and experience. However, the following is required:

- Master's Degree in Social Work, Psychology, Health or Business Administration, or Public Relations.
- Five years of progressively responsible executive level experience in an integrated mental health setting, behavioral health services, public health or other medical care setting.

CERTIFICATES, LICENSES, REGISTRATIONS

- Prefer LCPC, LCSW, LAC or similar licensure.
- Valid Montana Driver's License with acceptable driving record.
- Proof of auto liability insurance in compliance with WMMHC's requirements.
- Ability to pass background check upon offer of employment.