

Dear Colleagues,

Please help us spread the word that the Council for the Model Aquatic Health Code (CMAHC) is hiring! We are looking for a new, part time Communications Director to start immediately.

The CMAHC Communications Director is responsible for managing all CMAHC communications activities, including development of media and promotional materials, website content, social media content and promotion strategies, and Vote on the Code conference communications.

Please see the full job description below and contact [CMAHC@cmahc.org](mailto:CMAHC@cmahc.org) with any questions.

Thank you for your continued support of the CMAHC and our shared goal of a healthier and safer swim experience for everyone.

\*\*\*\*\*

**The Council for the Model Aquatic Health Code (CMAHC) is looking for a motivated communications professional to serve as its Communications Director and help carry out its mission to promote nationwide aquatic health and safety. The position is part time (10 to 15 hours/week) and 100% remote. Learn more about the CMAHC at [www.cmahc.org](http://www.cmahc.org).**

#### **Job Duties**

1. Create and write promotional/marketing materials
  - Ensure web access to materials that give clarity to mission and vision
  - Assist with writing MAHC/CMAHC myth-busting materials
  - Outsource creative design jobs as needed, including working with designers on Fiverr or other freelance platforms
  - Use Adobe InDesign to make basic editorial updates to existing materials
  
2. Create and maintain annual calendar of activities/promotions
  - Put the CMAHC face out there and keep CMAHC visible
  - Create and maintain media contact list and build media relationships
  - CMAHC media messaging and promotion, press releases, press interaction
  - Promote member communication and updates
  - Media tracking and posting of media articles on the MAHC/CMAHC websites
  
3. Build CMAHC social media presence
  - Launch and manage new CMAHC Facebook page
  - Build Facebook following through paid ads or other promotional activities

4. Manage CMAHC website redesign project
  - Serve as primary point of contact for web developer completing the site redesign
  - Update and reorganize website content to maximize usability
  
5. Manage all communication activities surrounding the CMAHC triennial conference
  - Promote the conference through email blasts, website updates, partner activities, and social media posts
  - Manage conference-related media relations, including press materials and outreach
  - Assist with conference sponsorship outreach and promotion
  
6. Issues management

#### **Ideal Qualifications**

- 5+ years of experience in communications, preferably in the healthcare, public health, or aquatics sectors
- Working knowledge and/or understanding of public health
- Experience in web content development and redesign
- Basic proficiency in InDesign or other design software
- Familiarity with Constant Contact or other, similar email marketing platforms
- Strong experience translating technical information for the general public or other specific audiences
- Experience in social media best practices and content generation
- Experience in conference or event planning

To apply, please send resume to [CMAHC@cmahc.org](mailto:CMAHC@cmahc.org).

--

Texas Public Pool Council

PO Box 1422  
Pasadena, TX 77506

Phone: 713-477-0227  
Email: [info@tppc.org](mailto:info@tppc.org)