



Job Description

Managing Director, Network of Care Massachusetts

The Managing Director for Network of Care Massachusetts is a position at the Massachusetts Association for Mental Health (MAMH). Network of Care Massachusetts is an online service directory and resource library designed to help people locate mental health, substance use, and related social services resources in their communities, and improve their health literacy and well being. The site officially launched on March 16, 2020, and has been visited by roughly 120,000 people from all counties across Massachusetts.

The Managing Director will help set the vision and then implement strategies to expand and improve Network of Care Massachusetts' ability to connect individuals and families with information on resources to support their behavioral health and social services needs. The Managing Director will be responsible for all initiatives related to site operations and outreach. This includes ensuring the accuracy and comprehensiveness of all information in the service directory, working with the Network of Care IT vendor to enhance the overall usability and functionality of the site, strengthening and developing key stakeholder and community partnerships, further engaging user communities, driving more traffic to the site, and preparing operations reports for MAMH leadership and funders.

In February 2021, the Massachusetts Executive Office of Health and Human Services (EOHHS) announced its Roadmap for Behavioral Health Reform, a multi-year blueprint to expand access to community-based treatment and to improve health equity. A critical piece of the Roadmap is the creation of a "front door" to treatment, that is, a centralized service for individuals or their families to call or text to get connected to mental health and substance use treatment. The Network of Care Massachusetts service directory is envisioned to be used by "front door" operators to direct callers to resources and services in their communities. The Managing Director will work closely with staff at EOHHS, the MA Department of Mental Health (DMH), the MA Department of Public Health (DPH), other state agencies, and Commonwealth Medicine to plan, implement, and monitor this integration.

The Managing Director will report to the Co-Director for Public Policy and Government Relations and will work in close partnership with the entire Massachusetts Association for Mental Health (MAMH) team, the Network of Care Massachusetts Steering Committee, the three founding philanthropic partners, state agency staff, and other community partners in implementing the EOHHS "front door." S/he will supervise and mentor a dedicated and talented staff team.

Principal Duties and Responsibilities:

- Provide overall direction and management for Network of Care Massachusetts:
 - Develop project timelines, setting goals and tracking progress against milestones.
 - Work in close collaboration with the Network of Care IT vendor, Trilogy Integrated Resources LLC, on technical enhancements to site functionality and usability.
 - Work in partnership with staff at EOHHS, DMH, DPH, other state agencies, and Commonwealth Medicine to plan, implement, and monitor the EOHHS “front door.”
 - Prepare reports for MAMH leadership, Foundation, and Commonwealth funders on the operations, utilization, and user engagement for the site.
 - Support the work of the Steering Committee, including following-up on all actionable items, and engaging members as they share their knowledge to strengthen the site and serve as champions in outreach activities.
 - Cultivate strong relationships with diverse community stakeholders including: inpatient and community-based providers, consumer and family advocacy groups, managers of other social services databases, etc.
 - Supervise and mentor the Network of Care Massachusetts staff to further data maintenance, outreach, and user engagement objectives.

- Provide direction and collaboration for Network of Care Massachusetts to serve as a critical component of the behavioral health “front door” in the EOHHS Roadmap:
 - Collaborate with staff at EOHHS, the MA Department of Mental Health (DMH), the MA Department of Public Health (DPH), other state agencies, and Commonwealth Medicine to plan, implement, and monitor “front door” integration.
 - Collaborate with the above and other stakeholders – state government, emergency services providers, suicide prevention hotlines, 911 call centers, police, local municipalities, etc. – on implementation of the new 988 three-digit behavioral health crisis number as Network of Care Massachusetts can serve as a critical resource.
 - Represent the Massachusetts Association for Mental Health and Network of Care Massachusetts in all meetings, lend expertise and expertise to inform planning and implementation, participate in ongoing monitoring and assessment, and engage in ongoing quality improvement work to help realize the success of these initiatives.
 - Work with state agencies and Trilogy Integrated Resources LLC (Trilogy) to identify and implement all the technical functionalities and compatibilities needed for Network of Care Massachusetts to fully support “front door” and 988 operations.
 - Ensure Network of Care Massachusetts is functioning optimally to support the work of the “front door” call operators, and generally working to realize the state’s and MAMH’s vision to connect individuals and families with information and resources.

- Ensure overall site functionality and quality of user experience:

- Regularly review all sections of site with eye for accuracy, clarity, organization and navigability, as well as linguistic and cultural competency.
 - Work in close collaboration with the Network of Care IT vendor, Trilogy Integrated Resources LLC (Trilogy), on overall usability and functionality of the site.
 - Work in close collaboration with Trilogy to optimize the search functionality of the service directory, generating search results that are concise and on target.
 - Based on feedback from stakeholders and user groups, work with Trilogy on technical solutions to further enhance the user experience.
 - Identify opportunities for improvements in data collection and analysis of site usage and user experience.
 - In response to the behavioral health needs of the community, design, build, implement, and manage special sections, materials, or hubs on the Network of Care Massachusetts site to enhance access to information.
- Ensure accuracy and comprehensiveness of data in the service directory:
 - Ensure the service directory captures the breadth of mental health, substance use, and related social services programs in the Commonwealth; that the individual listings are accurate and complete; and that the listings are assigned appropriate Alliance of Information and Referral Systems (AIRS) taxonomy:
 - Develop strong relationships with key staff in the Executive Office of Health and Human Services/MassHealth, Department of Mental Health, Department of Public Health (including Bureau of Substance Addiction Services), Department of Children and Families, Department of Early Education and Care, Department of Transitional Assistance, and others for feedback on the site, data maintenance, and outreach.
 - Develop strong relationships with provider associations including the Association for Behavioral Healthcare and the Massachusetts Association for Behavioral Health Systems for feedback, data maintenance, and outreach.
 - Conduct extensive Internet searches and make phone calls as needed to ensure the comprehensiveness and accuracy of service directory listings.
 - Keep apprised of trends and emerging directions in Massachusetts' behavioral health care and social services sectors.
 - Work with Trilogy and data providers to continually improve automation and reduce manual maintenance activities whenever possible.
 - Automate routine tasks whenever possible, including data uploads and application of taxonomy and labels.
 - Continue to refine the way listings are assigned to AIRS taxonomies in the service directory to ensure optimal organization and search functionality.
 - Continue to implement a thoughtful and comprehensive data reporting and analytics infrastructure; provide regular reports to the Steering Committee, the state, and

- other funders on service directory analytics; use this information for quality and process improvements, to understand outputs and outcomes, and to inform policy.
 - Over the longer term, consider opportunities to develop a data interoperability infrastructure, ensuring data refreshes are automated, accurate and timely.
- Strengthen and develop key stakeholder and community partnerships, further engage user communities, and drive more traffic to the site:
 - Develop detailed outreach goals, strategies, tactics, and a timeline. Use data to assess progress and effectiveness and to inform future strategy.
 - Collaborate with diverse stakeholder communities including state agencies, primary care and behavioral health providers, social services providers, payers, academia, philanthropy, and consumer and family advocacy groups. Ensure inclusion across diverse geographies, and across racial and ethnic minority communities.
 - Provide direction for social media outreach, improve Search Engine Optimization rankings, and develop additional strategy to engage users and drive traffic to the site.
 - Coordinate with the MAMH Knowledge Dissemination Team.

As part of the MAMH team, contribute to general office administration, communications, and/or event logistics as needed.

Education and Experience:

- Bachelor's or master's degree in information systems, data management, data administration, social science, business, public administration, or a related field
- 5 to 12 years of related work experience to include demonstrated technical knowledge and experience, project or program management, and supervisory experience

Required knowledge and skills:

- Proficiency in MS Excel and experience working with large and complex datasets; experience and proficiency in other dataset technologies encouraged
- Experience in gathering, categorizing, and analyzing data efficiently and accurately
- Experience in preparing reports in narrative and graphic formats
- Meticulous attention to detail and exceptional organizational skills
- Excellent communication skills and ability to build strong relationships
- Ability to:
 - Complete tasks on tight deadlines without compromising quality
 - Manage time well, multi-task, set priorities, and demonstrate flexibility
 - Exercise sound judgment
 - Think critically, troubleshoot, and problem-solve
 - Work well independently, as well as part of a team
 - Prepare for and attend meetings, representing MAMH, with knowledge and professionalism

Preferred knowledge and skills:

- Understanding of mental health and substance use care delivery systems
- Certified Project Management Professional
- AIRS Certified Resource Specialist or knowledge of the AIRS taxonomy classification system and standards, and/or Certified Information and Referral Specialist

Compensation:

- Competitive non-profit sector salary plus benefits

We are fully committed to equity, diversity, and inclusion. We know through experience that people with wide-ranging ideas, perspectives, and backgrounds foster a stronger and more creative work environment. We encourage everyone to apply.

Applications:

Applicants must submit a resume AND a cover letter to MAMH by email at opportunities@mamh.org. Applications are due on or before Friday, January 7, 2022.

ABOUT NETWORK OF CARE MASSACHUSETTS:

Network of Care Massachusetts is a free, statewide service directory and resource library designed to support people with mental health and substance use conditions, their families and friends, and care navigators. Its public launch was on March 16, 2020. The Blue Cross Blue Shield of Massachusetts Foundation, MetroWest Health Foundation, and CF Adams Charitable Trust funded the build and first three years of implementation of the site. Beginning in FY22, oversight and funding for Network of Care Massachusetts will transition to the state. The project is guided by a 16-member Steering Committee. We work in close collaboration with existing databases and navigation services in Massachusetts to avoid duplication and to help people find the most efficient ways to identify the services they need in their communities.

ABOUT THE MASSACHUSETTS ASSOCIATION FOR MENTAL HEALTH (MAMH):

Since 1913, the Massachusetts Association for Mental Health (MAMH) has worked to improve understanding of mental health conditions and combat disparities in health services access. We envision a day when all individuals and families across the Commonwealth have the resources and opportunities they need to promote resilience and protect overall health. MAMH disseminates knowledge, convenes diverse stakeholders, and advocates for policy change.