



## Director of Communications

### **About the Foundation for Health Leadership and Innovation**

Rooted in community-driven action and collaboration, and guided by its bold Strategic Plan, the Foundation for Health Leadership & Innovation (FHLI) positions itself to play an instrumental role in advancing systems-level change to improve the overall health and well-being of North Carolinians. At FHLI, we aim to be the leading voice in the creation of solutions to address complex health challenges and disparities facing rural communities and historically marginalized populations. FHLI strives to accomplish these goals by cultivating a culture of innovation, experimentation, and risk-taking, and amplifying the voices of the communities we serve. We do this by recognizing that no idea is too small, or insignificant, and by catalyzing diverse stakeholders in meaningful, collaborative engagement.

We acknowledge that:

- Communities must drive the solutions and deserve to have their voices elevated.
- A mature understanding of equity is imperative, and the only way to address the most deeply rooted community challenges is by empowering all stakeholders — traditional and non-traditional — to participate.
- The challenges rural communities and marginalized populations face are both generational and systemic, and can't be solved with one-time programming, but instead through sustainable, systems-level change, which calls for new approaches leaning on innovation, partnerships, and technology.
- The health system is at an inflection point, in which the disparities are stark, and the importance of equity in pursuit of whole-person health is critical.

FHLI is an organization positioned to be an effective bridge-builder who can make connections and facilitate collaborations to help elevate the voices of all North Carolinians to drive transformational change. With a mature understanding of equity, our team recognizes that the only way to address the most significant health-related challenges is by empowering and supporting the community to participate in the discussion.

### **About the Position:**

FHLI seeks highly qualified candidates with experience managing an organization's communications strategy. This position will be responsible for building FHLI's external reputation, developing and deploying a proactive content, digital, and thought leadership strategy, and overseeing the execution of a robust, fully integrated communications effort. Reporting directly to the CEO, the Director of Communications sets the strategy for all external and internal communications.

The person in this role will oversee FHLI's digital strategy, including all online communications channels (website, blog, and social media), and ensure consistent messaging is developed and used across FHLI. The Director of Communications is responsible for crafting and telling FHLI's story externally to our organization's many audiences. The person in this role will also oversee and manage the FHLI communications, public relations, and marketing team. The Director of Communications will serve as the organization's media spokesperson and be responsible for all proactive and reactive media relations. The person in this position will be responsible for positioning FHLI to stakeholders with high-impact, innovative communications designed to underscore FHLI's strengths and mission.

The Director of Communications will also manage the development and execution of a thought leadership strategy for FHLI's CEO as well as support other senior leaders' external speaking and thought leadership efforts. Candidates should have extensive experience developing and executing a digital communications strategy, including a revamp of FHLI's owned channels.

Finally, the Director of Communications supports senior program leads with promotion and external storytelling for all FHLI programs. Preference is given to candidates with deep understanding of health policy, key North Carolina stakeholders, and issues relating to health and rural communities in NC.

#### **Job Duties and Responsibilities:**

- Sets FHLI's communications and reputation-building strategies.
- Develops and executes an annual communications and content strategy.
- Works closely with the FHLI leadership team, as well as all program directors and managers, on FHLI communications and activities.
- Puts communication strategies in place to create momentum and awareness.
- Cultivates and manages relationships with all media and oversees media contacts for FHLI.
- Manages the FHLI communications, public relations, and marketing team.
- Oversees and manages all FHLI's digital properties, including the website, blog and social media channels.
- Maintains an editorial calendar for all FHLI and program content.
- Manages production of communications content for FHLI, including press releases, web site content, media materials, event promotional materials, research, program reports, newsletters, speeches, and other presentations for the FHLI leadership team.
- Provides leadership and guidance on key issues affecting FHLI and develops appropriate responses and/or action plans.
- Develops and deploys a measurement framework for all communications activities and content.
- Monitors and analyzes performance of all FHLI communications initiatives, continually identifying opportunities for improvements and implementing them accordingly.
- Evaluates, manages, and uses communications and organizational tools and services, including but not limited to, WordPress, Sprout Social, Mailchimp, Google Analytics, Asana, Slack, and eTapestry.
- Leads the planning, development, and execution of FHLI's annual, signature fundraising event, the Bernstein Dinner.
- Develops and maintains a network of key contacts among FHLI stakeholders.
- Manages vendor relationships, as needed, in support of FHLI programs and services such as campaign development or communications contracts.
- Supports and enhances internal communications efforts to build engagement and awareness among staff of FHLI priorities and programs.
- Provides staff support to the FHLI Board's Fund Development Committee.

#### **Education and Experience**

- Bachelors' degree in Communications, Journalism/Public Relations, English or related field.
- 7-10 years of communications, public relations, or marketing, or related experience
- preferred.
- An equivalent combination of education, training, and experience may be considered.

#### **Knowledge, Skills and Abilities**

- Experience designing, developing, and implementing an integrated communications, public relations, and marketing strategy, encompassing both digital and offline channels.
- Strong knowledge and experience in the development and execution of public relations, reputation-building, communications, and marketing activities.
- Understanding of issues relating to health and rural communities in North Carolina.
- Knowledge of building and managing social media channels and optimizing for increased engagement.
- Experience in direct management of communications, public relations, and/or marketing-related personnel.
- Experience overseeing and executing the development and distribution of high-performing communications, public relations, and marketing content across digital and traditional channels.
- Ability to manage FHLI's website, including developing content and assessing performance.
- Familiarity with search engine optimization (SEO).

- Experience using and evaluating a variety of communications and organizational tools such as: WordPress, Sprout Social, Mailchimp, Google Analytics, Asana, Slack, and eTapestry.
- Familiarity with Google Analytics and other measurement tools in support of continuous performance monitoring and optimization.
- Experience developing and applying measurement frameworks for communications and marketing performance evaluation and improvement.
- Outstanding event management skills.
- Strong multi-tasking skills with a proven track record of delivering excellent results.
- Demonstrated experience in media relations, including experience building trusted relationships with media partners, and as a spokesperson.
- Excellent interpersonal, communication, writing, and collaboration skills.
- Good organizational and problem-solving skills.
- Ability to establish and maintain effective working relationships with co-workers, managers and clients.
- Ability to use graphic design software (e.g., Adobe Suite) a plus.
- Ability to consistently develop and deliver high-quality products.
- Respect for deadlines and a proven ability to meet them.

**Additional Information:**

FHLI is currently in a remote working environment. Candidates can work in the office as needed. May require occasional travel. This position is open for immediate hire.

We actively encourage diverse candidates to apply. FHLI provides equal employment opportunities to all employees and applicants without regard to race, ethnicity, religion, age, gender identity or expression, sexual orientation, disability, national origin, genetic information, or veteran status.

**Pay/Benefits:**

This is a full-time, salaried position and salary will be commensurate with experience. This position will receive generous company benefits to include 100% paid health, dental, long-term disability, and life insurance coverage for the employee, as well as company paid retirement contributions.

**To Apply:**

Interested applicants should send a cover letter (no more than 1 page and include anticipated salary range), resume, and reference list to [recruitment@foundationhli.org](mailto:recruitment@foundationhli.org). Please use the subject line "Director of Communications". FHLI will only review submissions that include all requested materials (see three documents listed above). Please be assured that FHLI will not contact references until later rounds of interviewing and only with applicants' explicit permission. Position open until filled. No phone calls please.