



**FOUNDATION FOR HEALTH
LEADERSHIP & INNOVATION**

MOVING PEOPLE AND IDEAS INTO ACTION

Job Description

Director of Performance, Analytics, and Evaluation

Job Purpose:

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 envisions a future when the first question key stakeholders ask is, "Has FHLI weighed in on this yet?" We envision decision-makers asking this question about the biggest, most complex health challenges in North Carolina because we believe our ability to drive community-led, systemic change — rooted in the legacy of Jim Bernstein — is second-to-none. We believe we are the organization best positioned as a bridge-builder and view our job as making connections and facilitating 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.

FHLI's Director of Performance, Analytics, and Evaluation will lead the organization's efforts to build a robust data, analytics, and evaluation program. The Director of Performance, Analytics, and Evaluation must have a technical and robust healthcare background. He/she/they will have responsibility for the creation, evaluation strategy, and day-to-day management of FHLI's evaluation tools, including the selection of a CRM tool and evaluation oversight for NCCARE 360, one of FHLI's signature programs. He/she/they will build, design, and develop data systems, workflows, and processes that are relevant and actionable for program teams to continuously develop, execute, improve and evaluate impact. In addition, he/she/they will analyze data, produce compelling data visualizations, and help articulate FHLI and its programs' impact in the community. He/she/they will oversee FHLI's data verification of NCCARE

360, as well as oversee external partners conducting third-party evaluation of NCCARE 360. When needed, he/she/they will lead research needs – both quantitative and qualitative – for the organization, its advocacy work and its supporting programs. This role will intersect other external data sets (e.g., regional dashboards, community health needs assessments, etc.) to help inform FHLI's work.

Responsibilities:

- Build and lead FHLI's performance, data analytics, evaluation, and research efforts.
- Develop data-driven frameworks for how programming is developed, managed, and evaluated at FHLI.
- Lead FHLI's efforts, working closely with the VP of Impact, Strategy, and Programs, to build FHLI's research and program evaluation protocols to assess the direct community impact of its programs and initiatives.
- Manage and lead data collection projects for FHLI, including the collection, cleaning, and analysis of organizational data, as well as the creation of associated reports.
- Present data and information to different audiences, including funders, community-based organizations, the NC Department of Health and Human Services, health systems and other stakeholders.
- Lead analysis of data sets to determine the effectiveness of program initiatives.
- Work collaboratively with health systems to measure the impact of addressing social determinants of health on a community's well-being.
- Leverage predictive analytics to further FHLI's work and decision making.
- Identify a CRM tool for FHLI and, lead and manage its development and maintenance.
- Identify FHLI and program-specific KPIs based on data analysis, oversee their integration into internal workflows and reporting, and track performance.
- Analyze programmatic outcomes that articulate FHLI and its programs' ROI.
- Work with FHLI's Director of Communications, VP of Impact, Strategy, and Programs and VP of Community Voice to communicate FHLI and its programs' community impact.
- Leverage website and social media performance data to help inform communications and strategy decisions.
- Design, develop, and execute high-impact, innovative, policy-relevant data analyses and tools.
- Work with VP of Impact, Strategy, and Programs and VP of Community Voice to contribute quantitative and qualitative data that bolster policy and advocacy agendas.
- Develop and present creative solutions to communicate complex data and research findings, including through data visualization, presentations, and a variety of communication tools.
- Develop data collection tools, methodology, instruments, and reports to assess the effectiveness of programming delivered by FHLI and its programs.
- Train staff in the use of relevant performance, analytics, and evaluation tools, instruments, and reports.
- Provide leadership and guidance for operational topics requiring research.
- Provide recommendations and insights to executive and senior leadership regarding potential program and policy changes indicated by data analysis.
- Identify capable outside expertise, when needed, to assist with or deliver analytic projects.
- Act as the SME in directing teams to discover and create insights from a multitude of data sources.
- Ensure equity is infused in all aspects of FHLI's analysis, evaluation and research.
- Serve as a senior counselor to the President/CEO on all matters concerning performance, analytics, and evaluation.

Education and Experience

- Bachelors' degree in a quantitative discipline, such as Computer Science, Statistics, Engineering, or Mathematics, or a related field.
- 7-10 years of demonstrated ability in data analytics, data visualization, and business intelligence
- An equivalent combination of education, training, and experience may be considered.

Knowledge, Skills and Abilities

- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy.
- Ability to communicate complex analytics results and insights to a less technical audience.
- Experience working with organizations and stakeholders to identify actionable recommendations that lead to data-driven insights and actions.
- Experience in developing QA and testing processes.
- Confidence in engaging, presenting and when necessary, respectfully challenging senior members of the leadership team.
- Ability to analyze the performance of FHLI's website.
- 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.
- Understanding of issues relating to health and rural communities in North Carolina.
- 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 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.

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. Please use the subject line "Director of Performance, Analytics and Evaluation." 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.