

# GROUP HEALTH FOUNDATION

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## Communications Director position description

### ABOUT US

Group Health Foundation is a growing 501(c)(4) philanthropic organization committed to shaping and accelerating efforts to improve health and health equity in the State of Washington. We are seeking a **Communications Director** to join our expanding team.

Fueled by Group Health Cooperative's legacy and \$1.9 billion in funds resulting from Kaiser Permanente's acquisition of the Cooperative, we have an audacious goal: health equity in Washington state. We are committed to creating and supporting conditions where people of all communities — especially those experiencing social and economic injustice — can participate, prosper, and reach their full potential. We are dedicated to partnering with communities across the state to advance a shared vision for a vibrant, healthy future.

**Cultivating a diverse and inclusive staff is essential to these aspirations. Applicants who embody the broad array of diversity, lived experiences in our communities, and lived experiences with a disability are strongly and sincerely encouraged to apply.**

To learn more about our work and values, please visit our [website](#).

### POSITION SUMMARY

The Communications Director will lead the development and execution of communications strategies that advance the Foundation's mission of health equity in Washington. The Foundation anticipates exciting growth as we continue to engage communities across the state and develop approaches that will translate our bold aspirations into action.

The Communications Director will play both a strategic and hands-on role in shaping and telling the Foundation's story, building the Foundation's brand, and curating content that elevates the stories of diverse communities, grantees, and other partners across Washington. As our inaugural communications team member, the Communications Director will expand our early-stage communications infrastructure and resources, and help us think critically about how we will use the Foundation's communications to shape public perceptions and advance our mission in new and creative ways.

*This is a full-time, exempt position that can be located remotely or at any of our offices in Washington. Regular statewide and regional travel should be expected. All employees participate in our quarterly offsite retreats, which often require travel and overnight stays.*

## PRIMARY RESPONSIBILITIES

- Develop and execute strategic communications to shape and tell the story of Group Health Foundation, promoting our commitment to equity and social justice and reinforcing our values.
- Tell the stories of organizational and community partners, and lift up their efforts to advance health equity in Washington.
- In consultation with grantees and other Foundation partners, craft advocacy and public policy messaging for audiences including elected and appointed officials, voters, and community leaders.
- Draft and review communications plans for the Foundation and grantee organizations, including campaigns, media plans, crisis communications, and organizational and issue positioning.
- Manage, write, edit, and support the implementation of ongoing communications in the form of reports, website content, stakeholder e-newsletters, social media, presentations, print materials, and more.
- Partner with Foundation leadership to support their communications needs, including speeches, community events and conversations, board communications and presentations, and other executive communications.
- Serve as a resource and guide on all external and internal Foundation communications to ensure brand continuity, clarity, and consistency.
- Help staff and board members understand how both our organizational culture and our external interactions with communities are opportunities to express our brand.
- Oversee work of communications consultants and vendors.
- Contribute one's own ideas, perspectives, and lived experiences to the emerging culture of the Foundation
- Assume other responsibilities and explore new opportunities that arise with the evolving needs and aspirations of the Foundation

## QUALIFICATIONS

- A deep commitment to equity and social justice, and strong alignment with our organizational values
- An understanding of the foundational role that racism, ableism, sexism, and other forms of bias and oppression play in perpetuating inequity
- Knowledge of, or a strong desire to learn about, the needs of communities across the state that are most impacted by structural inequities
- Fluency with and openness to various equity, justice, and power-building frameworks, including a demonstrated ability to connect with those frameworks on a personal and organizational level
- Demonstrated ability to cultivate relationships with diplomacy, and to work effectively and respectfully with politically, ideologically, culturally, and geographically diverse people and communities
- Excellent verbal, non-verbal, and written communication skills with fluency in communicating about social determinants of health, systems change, and equity
- Demonstrated experience using values-oriented and research-based messaging to shape issues, ideas, and concepts among public and private audiences over time
- Ability to communicate data and research through story-based communications in multiple mediums (social, long-form, broadcast, visual design, etc.)
- At least 10 years of experience in communications, journalism, marketing, media relations, public policy, or a closely related field

- A strong track record of developing and implementing cause-oriented communications strategies to meet goals and reach diverse audiences
- An understanding of new and emerging technologies in the realm of communications and messaging
- Demonstrated capacity for self-reflection and deep listening
- Demonstrated ability to take initiative and contribute to the goals of a dynamic and growing organization
- Ability to authentically connect the Foundation's mission and aspirations with one's own personal and lived experiences
- Proficiency with Microsoft Office (Outlook, Word, Excel, PowerPoint, and SharePoint) and Adobe (Acrobat DC); working knowledge of MailChimp, WordPress, and social media management; and the ability to adapt to new technologies
- Ability to take part in meetings and events outside of core business hours
- Enthusiasm for traveling throughout Washington and engaging with communities that may be different than your own (travel is estimated at 10-15% for this position)

## COMPENSATION

In addition to a positive and flexible work culture, we attract, retain, and motivate exceptional people with an equitable and competitive compensation package. Salary ranges are set according to an explicit compensation policy, and relevant market data are reviewed when setting ranges for each position. The anticipated starting salary range for this position is \$145,000 to \$180,000. A compensation enhancement is provided to employees with indigenous or advanced language proficiency (in more than one language) that they utilize to advance the Foundation's work across Washington. We offer a comprehensive benefits package that includes medical/dental/vision for the employee and dependent children (covered at 90%), a 10% retirement contribution, generous and flexible paid time off, paid parental leave, a fully subsidized transit pass, and support for ongoing professional development.

## TO APPLY

Please submit your resume and a cover letter expressing your specific interests through our [applicant portal](#). You will receive an automatic acknowledgment of your application once you submit your materials and can expect regular updates from the Foundation while the search process is underway.

We will review applications on a rolling basis as they are submitted, with priority given to applications submitted by **October 4, 2019**. Until the position is filled, all applications will be accepted and reviewed. If the position is visible on our website, it remains open.

**Thank you for your interest in joining Group Health Foundation!**