

COMMUNICATIONS OFFICER

Job Description

The New York Health Foundation (NYHealth) is seeking applications for a Communications Officer. This person will serve as a key member of the Foundation's communications team, working in close partnership with another Communications Officer, the Vice President of Communications, and a Communications Intern.

As New York's first statewide health foundation, NYHealth offers a unique platform for change and impact. If you want to make a meaningful difference in the health and lives of New Yorkers, NYHealth may be the right place for you. The position is an ideal fit for a candidate who is mission-oriented, creative, productive, and collaborative. In this role, you will join our dedicated staff in a collegial atmosphere and advance our work to make New York a healthier place.

NYHealth Background:

NYHealth is a private and independent foundation dedicated to improving the health of all New Yorkers, especially people of color and others who have been historically marginalized. NYHealth began operations in 2006; today, it has approximately \$300 million in assets. The Foundation is committed to making grants, but also to making a difference beyond grant dollars: informing health care policy and practice; spreading effective programs to improve the health system and make it more equitable; serving as a convener of health leaders across the State; and providing technical assistance to grantees and partners. The Foundation concentrates its initiatives on Healthy Food, Healthy Lives; Primary Care; and Veterans' Health. NYHealth also engages in responsive grantmaking through a Special Projects Fund.

Position Overview:

The Communications Officer develops, executes, and manages strategic and tactical communications and other activities to advance NYHealth's goals and objectives. Reporting to the Vice President of Communications, the Communications Officer works closely with staff across the Foundation to capture, share, and promote information, stories, and lessons learned from NYHealth's investments and areas of expertise. The Communications Officer serves as a strategic thought partner to the Foundation's program and policy & research teams; develops and maintains strong relationships with news media to promote the Foundation's and grantees' knowledge, results, and opinions; develops and implements the Foundation's social media strategies and online marketing; manages website content; and serves as a chief editor of Foundation materials, including Board books for quarterly directors' meetings, Grant Outcome Reports, and other publications.

Responsibilities:

- Contribute to the development, implementation, and execution of the Foundation's communications plans, strategies, and tactics. Bring curiosity, proactive energy, and strategic thinking to generate and implement ideas for communications opportunities in collaboration with colleagues across the organization.
- Work closely with program and policy & research staff to identify and respond to opportunities to

elevate the Foundation's and grantees' work among key audiences (e.g., policymakers, the media, health care and public health practitioners, community-based organizations, advocates, other funders).

- Cultivate and maintain strong relationships with journalists across New York State; monitor news coverage; identify and pitch news stories to appropriate reporters; draft news releases and public statements.
- Develop stories that illustrate the Foundation's and grantees' impact, as well as needs and opportunities for policy change related to the Foundation's priority areas; share stories through appropriate channels, including social media, news media outlets, webinars, and the Foundation's website.
- Manage the Foundation's social media accounts and presence, staying abreast of current trends and platforms; monitor follower analytics and behavior.
- Work with other staff to develop and place op-eds, blog posts, and letters to the editor.
- Help maintain the Foundation's website, www.nyhealthfoundation.org. Work with website management firm to ensure the functionality of the site and make continual improvements to its design, utility, and accessibility. Develop and post content to keep the site fresh and relevant. Review visitor analytics through Google Analytics (GA4) to track site performance and inform editorial decisions about type and placement of content posted, timing of e-mail alerts to drive traffic, and content of Google ads to promote content and push new visitors to the site.
- Manage the flow of reports and related materials through the NYHealth editing, design, and dissemination pipeline, in collaboration with program, policy & research, communications, and senior staff.
- Work with program and policy & research staff to develop, promote, and host regular webinars and in-person/hybrid events to highlight lessons and opportunities related to the Foundation's program areas and policy priorities.
- Draft and edit written materials for external and internal audiences, including the media, policymakers, health care providers, community organizations, and NYHealth grantees, senior staff, and Board members.
- Participate in strategic planning and program development. Understand and articulate the Foundation's goals and priorities.
- Conduct research and develop talking points and presentation materials for CEO speeches, presentations, blog posts, and other commentary.
- Perform other duties as assigned.

Required Experience and Qualifications:

- Superior writing skills and an understanding of communications strategies and tactics.
- Impeccable editing and proofreading skills and editorial judgment.

- Media relations experience and savvy; existing relationships with New York health journalists are a plus.
- Excellent analytic abilities and critical thinking skills.
- Excellent interpersonal skills: collegial, energetic, and able to develop productive relationships with colleagues, grantees, partners, vendors, and consultants. Welcomes the opportunity to work with people with diverse experiences and perspectives.
- Highly organized, creative, and flexible, with strong project-, people-, and time-management skills; demonstrated ability to think independently and juggle multiple priorities.
- Good judgment and maturity; ability to make decisions, problem-solve, justify recommendations, and be responsive and clear.
- Demonstrated efficiency, effectiveness, accuracy, careful attention to detail, and quick turnaround.
- Solid experience with social media and website content management systems.
- Ability to work in a highly collaborative and team environment, as well as work autonomously on specific projects.
- Personal motivation to support the Foundation’s mission and goals.
- Ability to travel occasionally for site visits and Foundation meetings.
- Graduate degree in public health, public policy, journalism, communications, or a relevant discipline.
- Five or more years of experience in nonprofit communications, preferably with a focus on public health and/or health care.

Application Process:

Candidates are encouraged to describe their skill sets and experience in light of the above qualifications. Send cover letter and resumé to HR@nyhealthfoundation.org and include “Communications Officer” in the subject line.

NYHealth offers a generous package of benefits, including employer-paid health insurance; dental, vision, and life insurance; employer contribution to a 403(b) retirement account; professional development and tuition assistance; and wellness and commuting benefits, among others. NYHealth is committed to mentoring and providing learning opportunities.

The salary range for this position is \$90,000–\$120,000, depending on experience and qualifications. This position is hybrid remote/in-person at the Foundation’s New York City office, currently with two days per week (Mondays and Tuesdays) expected in the office.

Proof of full COVID-19 vaccination is required for employment.

The New York Health Foundation welcomes applications from people of all cultures, backgrounds, and experiences, and values having a diverse staff. Employment opportunities are based upon individual capabilities and qualifications without regard to race, gender, religion, sexual orientation, age, national origin, disability, veteran status, or any other protected characteristic as established under law.