

## **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 Director 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 \$350 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 Director 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 grantmaking and areas of expertise. The Communications Officer serves as a strategic thought partner to the Foundation's program and policy & research teams; serves as a chief editor of Foundation materials, including board books for quarterly directors' meetings, grant outcome reports, research reports and briefs, and other publications; manages online and in-person/hybrid events; develops and maintains strong relationships with news media to promote the Foundation's and grantees' knowledge, results, and opinions; and assists in the management of website content, social media strategies and online marketing. Although the role is inherently broad and cross-cutting, the incumbent will take a lead role in media relations, serving as the primary media contact and strategist for the organization as well as management of media clips tracking and distribution to staff and board.

### **Upcoming Priorities:**

The Foundation expects to engage in two major projects in 2026: the observation and celebration of NYHealth's 20th anniversary and a website redesign. The Communications team will have primary responsibility for these activities and the Communications Officer will play a key role in both projects.

## 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.
- Build and lead a dynamic, forward-looking media strategy that strengthens relationships with journalists across New York State while expanding the Foundation's presence across emerging platforms and channels. Proactively identify and pitch compelling stories; draft press materials, public statements, and op-eds; and monitor, analyze, and report on coverage and media trends to inform strategy. Stay current on the media landscape and keep the organization informed about important coverage and noteworthy articles.
- Broaden and modernize the Foundation's media ecosystem by cultivating partnerships not only with traditional outlets, but also with digital-first publications, independent journalists, podcasters, newsletter writers, and mission-aligned content creators—amplifying reach, diversifying audiences, and elevating the Foundation's voice in new and innovative ways.
- Serve as a thought partner to program and policy & research teams to develop meaningful communications plans for various projects across all program areas. Work closely with 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).
- 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.
- 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.
- 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.
- Help maintain the Foundation's social media accounts and presence, staying abreast of current trends and platforms; monitor follower analytics and behavior.
- Help maintain the Foundation's website, [www.nyhealthfoundation.org](http://www.nyhealthfoundation.org). Work with your fellow communications officer to develop and post content to keep the site fresh and relevant.

- Alongside other communications team members, help track website traffic through Google Analytics (GA4) to monitor site performance. Monitor metrics carefully to inform editorial decisions about type and placement of content posted, timing of e-mail alerts to drive traffic, and content of Google ads.
- 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.
- Demonstrated experience leading and executing a successful media relations strategy; existing relationships with New York health journalists are a plus.
- Experience with social media strategy and website content management systems. Experience in creating multimedia content (e.g., videos, infographics) to produce visually engaging communication materials is a plus.
- Highly organized, creative, and flexible, with strong project-, people-, and time-management skills; demonstrated ability to think independently and juggle multiple priorities.
- Commitment to diversity, equity, and inclusion in the workplace, especially in regard to addressing racial health equity.
- 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.
- Good judgment and maturity; ability to make decisions, problem-solve, justify recommendations, and be responsive and clear.
- Demonstrated effectiveness, careful attention to detail, and quick turnaround.
- Ability to work in a highly collaborative and team environment, as well as work autonomously on specific projects.
- Strong commitment to the Foundation's mission and goals.
- Ability to travel occasionally for site visits and Foundation meetings.

- Bachelor’s degree in a related field and a minimum of five years experience in nonprofit communications, preferably with a focus on public health and/or health care.

**Salary and Benefits:**

The salary range for this position is \$95,000–\$125,000, 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 (Tuesdays and Wednesdays) expected in the office.

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.

**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](mailto:HR@nyhealthfoundation.org) and include “Communications Officer” in the subject line.

*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.*