



Title: Communications Associate (CA)

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Work Location: Augusta, Maine,

## Description

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**Position Summary:** This is a new position at MeHAF. Our recent equity capacity building and strategic planning processes identified enhanced communication capacity as a priority to support our work, including efforts to build public commitment to achieve equitable health outcomes and to share the successes of MeHAF's diverse grantees. The **Communications Associate (CA)** will help to build and spread a vibrant media and public presence for MeHAF; coordinate development of meaningful and evidence-informed messaging to advance the foundation's mission; assist with refining brand identity to underscore MeHAF's commitment to advancing equity; coordinate production and distribution of major print, electronic, and social media products; and ensure a vibrant, up-to-date, and user-friendly MeHAF website.

The CA supports critical functions related to communications, external relations, learning and dissemination, and partner and grantee relationships. The CA must have both excellent written and oral communication skills and outstanding interpersonal skills. The CA reports directly to the President & CEO (CEO), and will work closely with the Senior Program Officer who will oversee the CA's collaborative work with other program staff, and with the Program and Communications Assistant. The CA will also oversee contracts with diverse experts in areas such as message framing, website development and maintenance, and publication design. This is an opportunity to help MeHAF to be on the cutting edge of communicating about transformational change rooted in advancing equity.

**Job Title:** Communications Associate

**Reports to:** President & CEO

**Job Type:** Full time (30 - 40 hours/week) / Professional (exempt)

**Date:** July 2018

## Job Responsibilities

### **Communications:**

- Coordinate efforts to develop evidence-based messaging about MeHAF's mission and work that builds understanding and buy-in across diverse perspectives and that builds understanding of racial equity and equitable access to quality health care and health.
- Strengthen the MeHAF brand to reflect the recently approved strategic framework and its grounding in advancing health equity.
- Maintain MeHAF's website and oversee external consultants who provide web support.
- Improve MeHAF's use and effectiveness of graphic images as well as text, including to portray and engage diverse audiences authentically and without tokenizing.
- Develop program-related web, newsletter, and other communications content.
- Assist staff in drafting opinion pieces, blogs, and other written material, and in responding to public inquiries about the foundation's mission, equity focus, programs, and accomplishments.
- Serve as coordinator and editor, and develop content for, MeHAF's bimonthly e-newsletter, AccessPoints.

### **External Relations:**

- Support (e.g., through development of talking points, program snapshots, etc.) MeHAF leadership's relationships with Maine's Congressional delegation, Executive Branch and Legislative leaders, and leaders of key statewide organizations.
- Ensure a MeHAF presence through displays or materials at important health- and philanthropic-focused statewide meetings, such as those hosted by Maine Quality Counts, Maine Philanthropy Center, etc.
- Support MeHAF-sponsored recognition activities and milestone events, such as the Dr. Wendy J. Wolf Health Leadership Award, the MeHAF Annual Meeting, and MeHAF anniversaries (every five years since the foundation's 2000 inception).

### **Partner and Grantee Relations:**

- Publicize work of and support communications efforts of MeHAF grantees.
- Support program staff in building a regional presence to strengthen local relationships to inform MeHAF's work. This will include piloting a "MeHAF Ambassadors" program to leverage the capacity of Community Advisory Committee members and Trustees in their local areas.
- Understand MeHAF's role in and represent the foundation as a vibrant and collaborative member of Maine's and the national philanthropic communities.

### **Learning and Dissemination:**

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- Coordinate development of Annual Report (external document) and Annual Program Report (internal document).
  - Develop and implement a dissemination plan for products of Discretionary Grants.
  - Develop brief and active-language based descriptions of grantee projects.
  - Develop systematic ways to gather stories and learning from, and report in real time on grant initiatives and programs. For example, review all grantee progress reports to identify potential themes or stories for internal and/or external amplification and learning.
  - Prepare formal and informal presentations on MeHAF programs and grant results to be presented by MeHAF leadership, Board, and staff.
  - Work with program staff and consultants to glean results from previous and current grantmaking and to disseminate this information to the MeHAF board, other staff, grantees, and the field.

### **Required Skills**

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#### **Minimum Requirements:**

- Six years' experience or combined education and experience in communications (including social media), external relations, partnership development, or other relevant field. Bachelor's degree preferred and experience in the nonprofit sector or philanthropy desirable.
- Personal motivation to support MeHAF's mission and goals, including our growing commitment to equity.
- Excellent written and oral communication and presentation skills for diverse audiences and contexts.
- Strong organizational, project, and people management skills, including demonstrated ability to think independently, to be flexible and to juggle multiple priorities for multiple managers, and to be tolerant of and able to thrive in an environment that frequently includes ambiguity and change.
- Excellent ability to synthesize and translate complex systems concepts into clear and simple language. MeHAF's work encompasses many complex systems including health care access and coverage, population health, advancing equity, and the social determinants of health.
- Creativity, flexibility, ability to work independently and in teams to think imaginatively about opportunities, to create and respond to novel and innovative approaches to addressing issues and advance equity and to inspire others to work towards achieving organizational goals.
- Excellent interpersonal and cross-cultural skills: energetic, empathetic and able to quickly develop meaningful and productive relationships with colleagues, grantees, consultants, funders, and others with whom MeHAF communicates.
- Good judgment and maturity: ability to make decisions, develop and justify recommendations, resolve conflicts and be responsive and clear with internal and external customers, discretion, and commitment to organizational confidentiality.
- Ability to work in a highly collaborative and team environment where we frequently discuss issues of equity, race, power, privilege and social justice.
- Ability to travel as required.

### **Location/Travel**

The MeHAF office is in Augusta and all employees are expected to live in Maine and to use the MeHAF office as their primary work site, while also spending time with grantees and in communities throughout the state. MeHAF's telecommuting policy and flexible scheduling accommodates employees' commuting distances and non-work responsibilities. Within state and some national travel is required.

### **Benefits**

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#### **Salary and Benefits**

- The base salary range for a new Communications Associate starts at \$50,000.
- Generous comprehensive benefits package includes health, dental, and life and disability insurance as well as employer-sponsored 401(k) retirement account with up to 6% employer contribution. Family member/domestic partner coverage is available.

#### **MeHAF is an Equal Opportunity Employer**

Our non-discrimination policy is:

The Maine Health Access Foundation (MeHAF) is committed to providing an inclusive and welcoming environment for all members of our staff, Trustees, Community Advisory Committee Members, grantees, contractors, consultants and vendors. MeHAF does not and shall not discriminate on the basis of race, ethnicity, color, religion, national origin, sex, pregnancy, sexual orientation, gender identity and expression, disability, age, ancestry, genetic information, whistleblower status, military/veteran status, citizenship status, an assertion of a right or claim under the Maine Workers' Compensation Act or any other status protected by law.

MeHAF is an equal opportunity employer. We are committed to complying with federal and state anti-discrimination laws and providing a workplace that is free from discrimination on the basis of race, ethnicity, color, religion, national origin, sex, pregnancy, sexual orientation, gender identity and expression, disability, age, ancestry, genetic information, whistleblower status, military/veteran status, citizenship status, an assertion of a right or claim under the Maine Workers' Compensation Act or any other status protected by law. This policy applies to all employment decisions, including, but not limited to, recruitment, hiring, promotion, compensation, benefits, transfers, layoffs, returns from layoffs, discipline, termination, and training, and any and all conditions of employment.

#### **Organizational Information**

Founded in 2000, MeHAF is Maine's largest statewide, private health care foundation, with a



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**mission to promote access to quality health care, especially for those who are uninsured and underserved, and improve the health of everyone in Maine.**

**Kind:** Full Time

**Level:** Professional

### **Apply**

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Please apply online.

Open until filled. Interviews will begin in August 2018

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