



DIRECTOR OF COMMUNICATIONS

Recruitment Announcement

About Elevate Health

Elevate Health is a non-profit collaborative in Pierce County dedicated to achieving health equity through collective action. As one of nine Accountable Communities of Health (ACHs) in Washington state, we are a connecting point for our region. We convene cross-sector tables and foster collaborations between healthcare, behavioral health, Tribal, social service, and community organizations. We actively engage with diverse communities across Pierce County to listen deeply, identify gaps, elevate needs and integrate their wisdom and lived experiences into the delivery of care. We connect individuals and families to community-based care coordinators and essential services. With support from government and philanthropy, we are collaborating with our partners to develop an equitable, region-wide system of coordinated care for the whole person. Our goal is a robust, connected community care network that not only addresses traditional health needs, but also the critically important social needs that are essential for people to thrive. We are fostering and strengthening linkages between sectors; helping grass-roots community-based organizations and social service providers build capacity and sustainability; and supporting the growth of a diverse workforce of community-based health workers.

To learn more about Elevate Health, please visit: <https://elevatehealth.org>



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Position Overview

The Director of Communications reports to the Executive Director and guides Elevate Health's communications and marketing strategies to connect, communicate and engage effectively with multiple internal and external audiences. Using a broad range of media, the Director communicates Elevate Health's mission, vision, core values and priorities using state of the industry communications and marketing practices, techniques and resources. The Director of Communications utilizes practical, innovative and effective solutions while ensuring communications to Board members, stakeholders, community partners and employees are properly aligned.

Essential functions of the Director of Communications include the following:

- Develop, establish, and execute strategy, planning and execution of communication plans and programs, major organizational campaigns, and initiatives. Plans to include overseeing and implementing comprehensive and complementary strategies aimed at improving organizational efforts to heighten brand awareness, strengthen brand building, engage in public and community relations, social media, internal communications, and program promotions.
- Work closely with senior leadership to continuously examine existing activities and strategically develop, support and implement messaging for new initiatives.
- Expand and maintain knowledge of key community health and health equity issues.
- Successfully grow and guide communications team including oversee daily workflow and priorities; provide constructive and timely performance evaluations; manage recruitment, coaching, and promotion of employees in accordance with organizational policies.
- Develop and oversee the Communications annual budget.
- Spearhead meaningful community engagement that meets Pierce County residents and partners where they are.
- Represent Elevate Health in the community and liaise with partners and stakeholders.
- Oversee and implement an ongoing, forward thinking, long-term vision and strategy for the Elevate Health website that expands informative and usable content that pertains to Pierce County organizations, service providers, health related social needs, the community-based health workforce and engaging stories about health equity in the South Sound region.
- Drive overall messaging innovation and creativity to highlight Elevate Health's purpose, values, and partnerships.
- Provide leadership and support to the Elevate Health team by working internally and externally to craft and deliver effective employee communication, executive communication, issues/crisis management, and thought leadership strategies to promote and enhance the organization's standing and reputation.
- Oversee ongoing development and assessment of social media engagement strategies, the editorial calendar, as well as the management and execution of all social media platforms and communication channels.
- Partner with Elevate Health staff to highlight achievements of the organization and its partners across all public platforms.
- Develop, revise, and update copy for campaigns and operational communications that are clear, carefully crafted, and impactful.
- Engage with community partners to develop collaborative stories as well as facilitate community meetings, events, convenings, and trainings.
- Oversee selection and management of outside vendor relationships for communications and community engagement work.





The Ideal Candidate

For this important role Elevate Health seeks an experienced communications professional who is deeply committed to health equity, the success of the organization, and is a strategic, big-picture thinker. The Director of Communications will be a collaborator who brings broad and deep experience across multiple communication channels and is committed to understanding the mission and culture of Elevate Health and is able to articulate it in creative and meaningful ways. The Director will have the capacity to be a thought leader in elevating the organization's ability to communicate its strengths and take a proactive approach to communication. The successful candidate will possess a demonstrated experience in media relations, crisis management, marketing and integrated, interdisciplinary communications strategy and implementation.

Core Competencies

- Strong strategic planning skills; ability to develop, align and execute communications programs that align with, and are in support of, the organization's strategic objectives.
- Experience conceptualizing, creating, and producing a wide range of communication materials for both b2b and consumer facing audiences, including web content, collateral, public / media relations, advertising, events, social media posts, media talking points and storytelling.
- Highly professional writing and communication skills; expert knowledge of grammar, usage, and style.
- Experience managing and overseeing the work of a creative team including writers, editors, graphic design and web professionals; ability to articulate creative rationale and to synthesize and incorporate feedback.
- Expert problem solving and decision-making skills that balance logical and creative thinking to develop forward-thinking solutions.
- Presentation skills, able to effectively present communications plans and products, articulate strategies and rationale; and elicit useful feedback.
- Ability to effectively collaborate with staff, partners and stakeholders across cultural differences to effectively build and maintain a high level of trust and develop consensus over complex and sensitive issues.
- Experience leading with an equity, diversity, and access mindset, crafting communications, and presenting materials that are culturally responsive and accessible for all communities served by Elevate Health including individuals with disabilities, those whose primary language is not English and communities historically underrepresented.
- Self-starter with a can-do attitude; willing to roll up sleeves and just get it done.
- Ease in working in a fast-moving, flexible environment.
- A desire to be part of a small, creative, and collaborative team.
- Intimate understanding of traditional and emerging marketing channels.
- Experience with WordPress, Craft, or similar content management systems.
- Proficiency in Smartsheet or other project management systems.
- Practical, current experience with Canva and/or Adobe Creative Suite, especially InDesign and Photoshop.
- Current working knowledge of Hootsuite, or comparable social media management tool.
- Experience configuring and managing reports from Google Analytics.
- Fluency in the Microsoft Office Suite; Outlook, Word, PowerPoint, Excel, Teams.



Preferred Qualifications

- Familiarity with Pierce County; knowledge of social, clinical, and/or tribal services in the region.
- Experience working on issues related to health equity, health and wellness, social determinants of health and/or social services.
- Healthcare, public health and/or health systems experience; preferably working in a fast-paced, complex environment.
- Experience working with state and local government, and their various agencies, particularly the State of Washington and Pierce County.

Education and Experience

Eight-to-ten years' experience as a Marketing or Communications professional. A Bachelor's degree in Journalism, Communications, Marketing, English, Public Relations, or related field.

Compensation

The annual salary range for this position is \$125K-\$140K.

Benefits include:

- Medical, dental, and vision plans. Employee premiums are paid by Elevate Health, 50% dependent care coverage offered. Medical insurance through Regence includes Employee Assistance Program (EAP).
- Life and Accidental Death and Dismemberment insurance. Employee premiums paid by Elevate Health.
- Short-Term and Long-Term disability insurance. Employee premiums paid by Elevate Health.
- Retirement plan with a matching contribution up to 6%.
- 14 Paid Holidays.
- Paid Time Off – Vacation and Sick Leave.
- Professional development opportunities.



APPLICATION PROCESS

Persons interested in this position must submit a cover letter and a current resume.

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If you have questions regarding this announcement, please call Marissa Karras at (360) 956-1336. The position will remain open until filled; however, the screening process will move quickly.

Please submit your application materials as soon as possible but no later than June 17, 2024, by visiting karrasconsulting.net and clicking on “view open positions.”

Elevate Health is an equal opportunity employer and is strongly committed to enhancing the diversity of its workforce. We will provide assistance in the recruitment, application and selection process to applicants with disabilities who request such assistance.

About Pierce County

Pierce County boasts tremendous outdoor opportunities with miles of Puget Sound waterfront, Mt. Rainier National Park, 361 fresh-water lakes, alpine and cross-country skiing a short drive away and nationally ranked year-round golf courses in the vicinity, while also offering all the urban amenities. Major industries include health care, technology, agriculture, timber products and military installations. Pierce County is home to the City of Tacoma, several suburban cities, small towns, and rural communities as well as forests and farmlands. Pierce County’s moderate climate combined with a contrasting geography of water and mountains encourage a wealth of year-round outdoor activities such as sailing, kayaking, fishing, skiing and hiking.

