

## Illinois Public Health Institute

Position Description: Communications Manager / Senior Communications Manager



*The Illinois Public Health Institute (IPHI) is seeking a productive and well-organized Communications Manager to develop and lead communications strategies and support branding, marketing, promotion, and media efforts. The Communications Manager will support 1) IPHI's Data Across Sectors for Health (DASH) initiative, a national program that builds the capacity of multi-sector collaborations across the country that are sharing data to improve the health of their communities (75%) and 2) contribute to other programs' communications efforts and various IPHI-wide communications projects (25%).*

### Description of Organization

The Illinois Public Health Institute (IPHI) mobilizes stakeholders, catalyzes partnerships, and leads action to promote prevention and improve public health systems in order to maximize health, health equity, and quality of life for the people of Illinois. IPHI administers a number of partnership-driven projects addressing specific program areas through three centers: the Center for Community Capacity Development (CCCD), the Center for Health Information Technology (CHIT), and the Center for Policy and Partnership Initiatives (CPPI). The Communications Manager will primarily support IPHI's CHIT, which works to ensure that public health data and information are used to strengthen policy, planning and program development by working for improved public and private data collection, integration and dissemination. More information is available on IPHI's website at [www.iphionline.org](http://www.iphionline.org).

IPHI's CHIT works in partnership with the Michigan Public Health Institute to operate the [Data Across Sectors for Health](#) (DASH) National Program Office, funded by the Robert Wood Johnson Foundation. The DASH NPO identifies barriers, opportunities, promising practices and indicators of progress for multi-sector collaborations to connect information systems and share data for community health improvement. DASH is the coordinating partner for [All In: Data for Community Health](#) (*All In*), a dynamic and continually evolving partnership of national and regional programs that have joined forces to form a learning collaborative and coordinate technical assistance and peer-to-peer learning activities for those tackling common challenges.

### Position Summary

This position is full-time exempt, 37.5 FTE hours per week. The Communications Manager will lead the development and execution of the communications strategy to support DASH's and IPHI's program goals. Key activities include: developing and implementing communication plans and strategies; cultivating relationships with key project stakeholders and media professionals; and creating content and materials for meetings, events, and print/online publication.

### Key Responsibilities supporting DASH

- Lead the development and implementation of an overarching communications strategy for DASH focused on sharing innovative practices and lessons learned from local communities, developing and disseminating tools and resources for the field, and cultivating and expanding relationships across the *All In* learning network.
- Create and disseminate content and key messages for DASH and the *All In* network through digital channels including websites/blogs, newsletters, social media, podcasts, and the *All In* online community ([allin.healthdoers.org](http://allin.healthdoers.org)). Monitor online metrics to better engage and grow the network and build project visibility.

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- Manage DASH's editorial calendar, oversee the development and design of issue briefs, white papers, case studies, and publications sharing lessons learned and key findings from DASH/*All In*.
- Support DASH awardees to develop and disseminate communication products to share lessons learned from their project and showcase the value of their work to key stakeholders.
- Serve as the lead for coordinating communication efforts across *All In* partner organizations to amplify our messages and shape the national conversation together.
- Develop outreach materials and messaging to communicate the value of participating in the *All In* network, keep members engaged, and promote upcoming opportunities like webinars, in-person events, funding opportunities, and new resources that can advance their work.
- Work with project staff to prepare content/materials for external meetings and speaking engagements (i.e. presentations, talking points, booth materials, etc.) to support effective relationship building and outreach/recruitment of new members into the *All In* network.
- Cultivate relationships with national organizations and industry outlets to disseminate targeted content and program messages to key audiences.
- Work with project staff to organize and execute events and meetings to inform policy-makers, engage stakeholders, develop collaborative action agendas, and promote the work's impact.
- Develop materials, tools, messages and training to support project stakeholders (e.g. DASH awardees, *All In* partners, etc.) in enhancing their communications and outreach efforts and being effective ambassadors for DASH and *All In*.

#### **Key Responsibilities supporting IPHI**

- Develop communication goals and objectives for IPHI's signature programs and provide guidance and support to achieve them as needed.
- Craft organizational and programmatic messages and materials with staff, project stakeholders, partners, and other key audiences.
- Develop structures and procedures within the organization to ensure quality and consistency in all external communication products and materials.
- Work closely with IPHI leadership to plan and execute communication focused on reporting, fundraising and strengthening funder relationships.
- Oversee the organization's media relations and regularly interact with the media to raise IPHI's public and industry profile.

#### **Qualifications**

- The ideal candidate will have a Bachelor's degree in communications with at least 5 years of experience in health, healthcare, public policy, or non-profit communications OR a Master's degree with at least 3 years of experience. IPHI values multiple pathways towards attaining professional experience and education. Candidates are encouraged to describe equivalent experiences in lieu of educational attainment, including demonstrated leadership successes, progressive leadership roles, content expertise and thought leadership, as well as relevant experiential learning.
- Background in issues related to public health and health care such as community health improvement, health transformation, policy and advocacy, and/or health information technology strongly preferred.
- Experience with the development and execution of strategic communication plans to support overall organizational goals and project implementation.

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- Excellent organizational, communication, and interpersonal skills are required. Must be thorough and detail-oriented within a big-picture, vision-oriented framework.
- Candidates should have the ability to work independently and as a part of project teams. Must be able to work with minimum supervision in the conceptualization, planning, management, and implementation of organizational and program activities.
- Excellent computer skills including proficiency in Microsoft Word, Excel, PowerPoint, electronic mail, webpage and social media development is required.
- Proficient in Adobe Photoshop, Illustrator, InDesign and Salesforce.
- Experience supervising the production of communication products (print, audio, video, etc.).
- Strong writing and editing skills including experience translating complex ideas into stories that convey key messages and themes to a variety of audiences.
- Experience working with people from diverse backgrounds.

#### Requirements

- Must be able to sit at and operate a computer and other office equipment for a significant portion of the workday.
- Must be able to move about the office and at offsite events to access files, supplies, and assist with event set up.
- The position requires occasional work on evenings or weekends and must be able to travel for one or more nights from time to time.
- The position requires frequent communication with internal and external customers about program activities. Must be able to exchange accurate information in these situations.

*IPHI is committed to diversity, equity and inclusion, and is actively seeking and encouraging applications from women, people of color, individuals with disabilities, and/or people who are LGBTQIA.*

**Compensation:** Depending on credentials, skills and experience, this position may be classified within IPHI's structure as Communications Manager 2, with a salary range of \$57,000 - \$65,000, or Senior Communications Manager, with a salary range of \$65,000-\$73,000.

**Location:** The position is located in Chicago at IPHI's West Loop office.

**Starting Date:** May 6, 2019 or as soon after as possible

**Application Instructions:** Please submit a resume, cover letter and writing sample to by **Wednesday, May 1** to [jobsearch@iphionline.org](mailto:jobsearch@iphionline.org) to be considered for this position. The cover letter should compare your qualifications and experiences to the duties and responsibilities of the position. Visit [www.iphionline.org](http://www.iphionline.org) and [www.DASHconnect.org](http://www.DASHconnect.org) for more information.

Illinois Public Health Institute 310 S. Peoria St., Suite 404, Chicago, IL 60607 [jobsearch@iphionline.org](mailto:jobsearch@iphionline.org)  
(Subject line: Communications Manager) **No phone calls, please.**

*The Illinois Public Health Institute is an equal opportunity employer that values diversity. We commit to our coworkers, applicants and community to have job opportunities open to everyone equally. It is the policy and practice of IPHI not to discriminate against any coworker or applicant on hiring decisions or career advancement because of race, color, religion national origin, age, sex, disability, sexual orientation, status as a disabled veteran, veteran of the Vietnam Era, or any other personal characteristic which is not a relevant qualification to the specific position.*