



# Communications Officer

The Connecticut Health Foundation is focused on health equity for people of color and works to improve the health of Connecticut residents by eliminating racial and ethnic health disparities. The foundation strives to serve as a trusted resource for information about health policy and equity, and the communications team is central to this goal.

The communications officer is responsible for building out and managing the foundation's voice online through the website, social media, and other digital platforms, and works to ensure that the organization reaches key audiences. In addition, the communications officer contributes to the foundation's research and publications and works with grantees to bolster their communications and messaging work.

The communications officer is part of a two-person communications team that produces research and other materials that highlight key health equity issues, identify solutions, and translate complex information in accessible ways.

Key responsibilities and approximate breakdown of efforts

- **Digital media and audience strategy:** approximately 40% of effort
  - Produce and share content through social media (Twitter, Facebook, LinkedIn).
  - Update and maintain the website and lead annual design updates or refreshes.
  - Monitor audience engagement and assure we reach the right audiences.
  - Manage relationships with website-related vendors.
- **Producing content:** approximately 20% of effort
  - Produce weekly [health news roundups](#).
  - Write grantee spotlights, press releases, and other public-facing materials.
  - Assign and/or write blog posts.
- **Supporting research and publications:** approximately 20% of effort
  - Work collaboratively with colleagues to identify research and publication topics.
  - Contribute to the writing, editing, production, and dissemination of publications.
  - Create graphics and messaging to help others share information from the foundation's publications.
- **Supporting grantees and CT Health staff in communications skills:** approximately 20% of effort
  - Assist grantees with their communications efforts.
  - Provide training and individual support for staff, grantees, and advocacy partners on social media and messaging.
  - Support colleagues through design, editing, helping to prepare material for external and internal use.

## QUALIFICATIONS AND SKILLS

### Experience

- Bachelor's degree
- Five or more years of experience in journalism or strategic communications
- Experience with social and digital media, website content management, and WordPress
- Familiarity with Photoshop, Canva, and/or graphic design preferred

- Analytics experience, such as using Twitter Analytics, Facebook Insights, and/or Google Analytics preferred

### **Skills/Qualifications**

- Personally motivated by the Connecticut Health Foundation's mission and objectives
- Interest in and commitment to health, racial equity, and public policy
- Ability to translate complex ideas into accessible, clear messages for target audiences
- Excellent communications skills, including writing and editing
- Attention to detail and sound judgment to maintain CT Health's standards of excellence
- Strong project management skills and ability to work on deadline
- Ability to manage consultant contracts to receive quality deliverables on time and on budget
- Excellent interpersonal skills and ability to work as part of a team

### **REPORTS TO**

Chief of staff/director of communications

### **WORK LOCATION**

Employees work in-person at the foundation's Hartford office a minimum of two days per week; subject to change based on organizational policies.

### **SALARY RANGE**

\$74,000 to \$79,000

### **BENEFITS**

- 401(k)
- 401(k) matching
- Dental insurance
- Employee assistance program
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Retirement plan
- Tuition reimbursement

### **TO APPLY**

Please submit a resume and cover letter outlining your interest and relevant experience in this position through [CT Health's online portal, Bamboo](#).