



Position Available
April 2019
Communications Associate

The Universal Health Care Foundation of Connecticut is a 501c3 grantmaking organization that supports and engages in public information, consumer engagement and policy advocacy.

Our mission is to serve as a catalyst that engages residents and communities in shaping a democratic health system that provides universal access to quality, affordable health care and promotes health in Connecticut. We believe that health care is a fundamental right and that our work is part of a broader movement for social and economic justice.

Communications Associate Position:

This non-management position reports to the Director of Program and Policy and works with the Foundation President and other staff to plan and implement the organization's multi-faceted communications strategy.

The Communications Associate is responsible for creating informational and engaging multi-media content; managing target performance goals for the Foundation's online/social media platforms and measuring impact; coordination of public relations functions; creatively using individual health care stories; participating in communications planning, design of organizational and campaign branding and message development; and, supporting staff in the development of materials for education, advocacy and fund development purposes.

Duties and Responsibilities:

- Collaborate with Director of Program and Policy and the Foundation President to develop the Foundation's annual communications plan, including message and brand development
- Lead the team responsible for implementation of the communications plan
- Coordinate the strategic use of the Foundation's multiple online media platforms
- Track and analyze metrics and trends related to the Foundation's media platforms, including recommending adjustments to increase efficacy, reach and impact
- Coordinate the development and creation of blogs, videos, infographics and posts for Foundation platforms and publications.
- Lead the team responsible for upkeep of the Foundation's website
- Oversee and implement the Foundation's editorial calendar, including production of Foundation online newsletter(s)
- Maintain a health care story bank
- Manage communications-related vendors, including contract development and compliance
- Maintain updated media contact list and assist in media relations work, including press releases, press statements and press conferences

- Provide support for Foundation's fund development, advocacy and programmatic work
- Provide support for Foundation-sponsored events and activities
- Special projects and other duties as assigned

Minimum Qualifications:

5-7 years' experience in relevant work

- Bachelor's degree in communications, marketing, public relations, English or liberal arts
- Relevant communications, marketing and/or public affairs experience
- Demonstrated experience effectively using online media platforms for education, advocacy and/or engagement

Essential Skills, Abilities and Experience:

- Excellent written and verbal communication skills
- Experience with the effective use and maintenance of online media platforms (Facebook, Twitter, YouTube and Instagram)
- Graphic design and video production capacity is a plus
- Public policy advocacy communications experience a plus
- Experience with community organizing or consumer engagement is a plus
- Spanish language literacy is a plus

Essential Attributes:

- A self-starter who is willing to try new things to meet organizational goals
- A collaborative team player able to work with diverse staff, allies, vendors and volunteers to achieve communications goals
- Highly organized and able to manage multiple tasks and projects at a time, and meet deadlines
- Commitment to racial equity and justice, and a solid command of its role in health equity

The Foundation is committed to diversity, equity and inclusion and provides equal employment opportunity to all applicants without regard to race, ethnicity, religion or creed, sexual orientation, gender identity and expression, marital status, national origin, ancestry, age, veteran status, physical appearance or disability. All are encouraged to apply.

Salary commensurate with experience. Excellent benefit package.

Interested applicants should submit a letter of interest in the Communications Associate position (including salary expectation), a resume and two writing samples. Materials should be sent to: HR@universalhealthct.org

No phone calls, please. Finalists will be contacted for an interview. This position shall remain open until filled.