



Position Announcement

Director of External Affairs

THE INSTITUTION

HealthSpark Foundation is a private, independent foundation providing support to health and human service safety net organizations serving the unmet needs of people experiencing racial inequities, injustices, and poverty in Montgomery County, Pennsylvania. In 2016/2017, the foundation embarked on its ten-year safety net resiliency initiative engaging consumers, providers, governmental and philanthropic leaders to identify investments that will enhance the long-term viability of the health and human services safety net system. Please visit the foundation's website at <https://healthspark.org/> for more information.

THE POSITION

The Director of External Affairs reports to the President/CEO and is charged with cultivating and nurturing the foundation's external relationships and leads the development and implementation of the foundation's communications strategies.

The Director has the primary role in advancing the foundation's Voices for Change strategy to uplift the unheard voices of community residents to nurture a more just and equitable community. The Director is comfortable and prepared to advance and integrate racial equity and justice work across all aspects of the foundation's work.

Specific Responsibilities

Public Relations, Marketing and Community Outreach

- Identifies and cultivates relationships with community stakeholders needed to advance the foundation's work and community impact.
- Identifies community allies and leaders to form partnerships with the foundation to advance shared goals and opportunities.
- Serves as a point of contact for the community.
- Attends and participates in community meetings, county collaborative events, membership organization events, etc.
- Seeks and cultivates new partnerships with entities that help the foundation advance its work and mission.

Communications

- Designs, implements, manages, and updates strategic communications plan.
- Cultivates relationships with media outlets and press.
- Prepares press releases and program announcements.
- Prepares and designs original content.
- Supports website in consultation with third party vendor (maintenance, board portal support).
- Supports consultants, providing photography, guest bloggers, etc.
- Prepares 6-8 e-newsletters annually.
- Leads and coordinates social media strategy, writing and posting content (LinkedIn and Twitter).

- Identifies new communications opportunities and vehicles.
- Prepares and manage surveys and analyze data.
- Provides editorial review, style guide and tone support.
- Leads design of HealthSpark's new collateral materials.
- Authors/co-authors articles for publication in journals, conferences, etc.
- Assists grantee organizations with report design/formatting and branding.

Grant-Related

- Designs and implements Resiliency Initiative Communications Plan.
- Leads the grant-related communications strategy and support to grantees
- Attends selected grantee and community events.
- Assists in the development of grant RFP processes (defining RFP focus and priorities, application content, review processes, and public announcements.)
- Reviews grant applications and contributes to the review process.
- Supports the ***Here for Us*** Advocacy Coalition's efforts to secure a stable financial future for the safety net system.

Event Management

- Manages and supports all external events (plan and organize event day registration, supplies, assess AV needs, etc.).
- Designs announcements and invitations.
- Supports staff in logistics (venue selection, guest roster, registrations, etc.).
- Designs program brochures.

Strategy and Board Support

- Comfortable and prepared to advance racial equity and social justice.
- Supports evaluation of, and work with, third-party consultants.
- Participates on selected board committees when requested.
- Supports board learning and community engagement by arranging for board presentations from grantees, and community and philanthropic representatives

THE CANDIDATE

The Director of External Affairs must have an appreciation and passion for the mission of HealthSpark Foundation and a commitment to the community it serves. The ideal candidate must bring strong understanding of nonprofit organizational and system leadership, business acumen, and function in a highly collaborative culture at an institution that aspires to the highest of standards. The Director will be a relationship builder who will be able to tell the story of HealthSpark, convey the Safety Net vision, and design and implement the Resiliency Initiative Communications Plan. The successful candidate will possess the creativity and persistence required to elicit new thinking and growth.

Qualifications

- Minimum of five (5) years of experience in communications and/or external relations with demonstrated success preferably in the nonprofit sector and/or health/human/social services organizations. Private foundation experience a plus.
- Knowledge of Montgomery County, PA health and human service safety net services/system preferred.
- Highly proficient in use of technology: Microsoft Office as well as Drupal (preferred), WordPress, HubSpot, Canva, and Adobe.
- Knowledge in use of Foundant a plus
- Knowledge of philanthropic communications channels, practices, and customs.

- Complete understanding of design and production of print materials and publications.
- Demonstrated project management skills and understanding of digital media tools, integrated media campaigns, social media, and website design.
- Solid experience with strategic use of social media including LinkedIn and Twitter.
- Demonstrated experience working with the media (broadcast, print and electronic a plus).
- Strong interpersonal skills with demonstrated ability to build, foster and maintain positive relationships with both internal and external constituencies.
- Excellent public speaking skills complemented by a demonstrated ability to interact in a social setting with ease and grace.
- Superior communication skills to express, orally and in writing, the mission, vision, and goals of the Foundation with clarity, passion, and persuasion.
- Self-starter who can think strategically, critically, and creatively with the ability to set priorities and manage complex projects.
- Self-confidence, humility, integrity, warmth, and a flexible personal style combined with a sense of humor that will earn the respect and attention of the organization and community.
- Demonstrated ability to work collaboratively in a team-based environment.
- Bachelor's degree required; advanced degree preferred.

Salary Range: \$90,000 - \$100,000 depending upon experience and qualifications plus a generous benefit package that includes health insurance, PTO, paid holidays, and retirement plan.

Position open until filled.

Interested candidates should submit a resume and cover letter to:

Clare Strenger, Business Administration Manager

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215-716-5400