



## **Communications Manager**

**FLSA Classification:** Exempt

**Reports to:** Chief Communications Officer

**Salary range, DOE:** \$70,000 - \$85,000

**To apply, please visit:** [healthymatsu.org/employment](http://healthymatsu.org/employment)

**Application Deadline:** Open until filled, with a first review of applicants on **9/30/25**

### **JOB DESCRIPTION**

#### **About the Foundation**

Mat-Su Health Foundation (MSHF) is the official business name of Valley Hospital Association, Inc., which owns Mat-Su Regional Medical Center (MSRMC) in joint venture with Community Health Systems, Inc. (CHS). In this capacity, MSHF board members and representatives actively participate in the governance of Mat-Su's community hospital to protect the community's interest in this important healthcare institution.

Apart from its role as a community hospital co-owner, MSHF is also a grant-making philanthropy organization. Grounded in organizational values of prevention, access, wellness, fairness, equity, and collaboration, the MSHF mission is to improve the health and wellness of Alaskans living in the Mat-Su. Through grantmaking, convening of local partners, and policy change, the Foundation's work has resulted in significant improvements in systems that support the health of Mat-Su residents in areas such as behavioral health, child welfare, crisis response, community connections, workforce development, transportation, housing, and senior services.

#### **Position Summary**

The Communications Manager focuses on content planning, digital media optimization, web and graphic design project management, membership engagement, event planning, and supports overall communication strategy and implementation to increase public awareness and engagement. This position collaborates closely with the Communications and Media Specialist and reports to the Chief Communications Officer.

#### **Essential Duties and Responsibilities**

##### **Content Development & Multimedia Production**

- Support the research, writing, and editing of compelling stories for website articles, blog posts, newsletters, press releases, speeches, presentations, and digital use.
- Support the conceptualization and production of high-quality visual and video content, including filming, editing, and post-production for social media, web, and traditional media platforms.
- Work with the Foundation's programs and initiatives to develop infographics, fact sheets, and other visual content that translate complex health and wellness data into digestible, engaging formats.
- Help manage a comprehensive photo and video library, identifying gaps and ensuring fidelity across assets.
- Create a concrete structure for gathering stories and information from staff.
- Coordinate with contractors across multiple brands and projects, acting as a project manager/lead and point of contact.

### **Social Media & Digital Strategy**

- Support the strategy and execution of social media campaigns that align with the organization's brand and mission across three unique brands.
- Work with the Communications and Media Specialist to develop a comprehensive editorial calendar, identifying key dates, themes, and cadence of internal and external communications milestones.
- Interpret social and digital performance to inform content strategy and support growth across Facebook, Instagram, X, and LinkedIn profiles.
- Engage across Foundation programs and initiatives to leverage mission-driven projects to increase community education and support.

### **Website & Email Marketing**

- Lead website content development and management, ensuring accuracy, readability, and alignment with branding guidelines.
- Monitor email marketing campaigns, including list segmentation, automation, and performance tracking.
- Research, identify, and integrate programs and platforms to optimize website performance, including CRMs and membership databases.
- Guide SEO and website best practices.

### **Media Monitoring, Reporting, and Relations**

- Track and analyze media coverage and sentiment of organizational initiatives.

- Prepare regular reports for Executive Leadership and CCO on content performance, engagement trends, and audience insights, identifying opportunities to amplify positive narratives through digital and traditional media channels.
- Maintain strong relationships with local, regional, and national media outlets.
- Support the CCO with a comprehensive crisis communications strategy and plan, acting as a resource for board, staff, and leadership.
- Prepare talking points, board and staff briefings, and communications material that support PR goals.

### **Community Engagement**

- Work with the Chief Communications Officer to develop and manage a sponsorship strategy and program to achieve PR goals.
- Work with the Community Engagement Department to develop supportive communications material, including material development, promotional strategy, and post-event analysis.
- Act as a Foundation representative at community events, such as town halls, open forums, ribbon cuttings, receptions, and fundraisers.

### **Other Duties**

- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

### **Competencies**

- Ability to work independently and collaboratively in a fast-paced environment.
- Demonstrated writing and editing skills across a wide variety of mediums.
- Ability to learn quickly and stay flexible and highly organized in a fast-paced environment with competing demands while maintaining the integrity of work product.
- Ability to translate complicated technical and/or scholarly information to sector and mainstream audiences using clear, accessible prose.

### **Education & Experience**

- A minimum of five years' professional experience in corporate communications, public relations, journalism, or marketing.
- Bachelor's degree in public relations, communications, or related field preferred.
- Excellent writing, editing, and storytelling skills across multiple platforms.

- Experience in photography, graphic design, and website design is highly desirable.
  - Experience in branding, both visual and editorial, with the ability to adapt written and visual content to maintain brand alignment and consistency.
- 
- Experience in healthcare, public health, or non-profit communication preferred.
  - Computer literacy in Microsoft Office, Canva, Adobe Creative Suite, or other design and video editing tools.
  - Familiarity with SEO, Google Analytics, and content management and scheduling tools, such as Asana, Hootsuite, and Trello.

**Work location:** Wasilla, Alaska

**Work environment:** Employee will be working in a typical office environment with offices, moderate temperature, and equipment noise.

**Physical demands:** Employee will be spending considerable time at a desk using a computer terminal and using a personal vehicle to travel to various locations in the community.

**Travel:** Incremental travel in and out of state may be required.

**EEO statement:** Mat-Su Health Foundation is an equal opportunity employer.