

# **Mat-Su Health Foundation**

## ***Communications Specialist Job Description***

### **Position Summary**

The Communications Specialist supports the organization's mission, vision, and values as the foundation of its efforts. These include respect and appreciation for Mat-Su's community assets: prevention, access, wellness, fairness, collaboration, and leadership. This individual exemplifies health; is team-focused and positive; and consistently demonstrates respect for the Board of Directors, staff, partners and community. Reporting to the Chief Communications Officer, the Communications Specialist develops content and implements communications and marketing plans to advance the Foundation's mission among various audiences, including the media, board members, community members, grantees, local and statewide funders/partners, and the public.

### **Responsibilities**

- Identifies, researches, writes and edits news stories, press releases, columns, opinion pieces, case studies, newsletters, blogs, white papers, speeches, presentations, advertising materials and social media content to promote understanding of the Foundation's mission, grantmaking and policy work through compelling, data-driven storytelling across traditional and new digital media
- Under the direction of the Chief Communications officer, regularly updates the Foundation's website and social media outlets
- Assists with development and implementation of communications and marketing plans that provide information about the Foundation's values, programs and resources
- Conceptualizes and manages production of print, video, multi-media, web and audio products within the scope of the Foundation's brand guidelines
- Maintains photo archives and assists other team members in identifying and deploying available digital assets
- Assists with researching and tracking of local, state and federal legislation that may impact the Foundation or its grantees
- Represents Foundation on advocacy and communications related coalitions and collaborative enterprises as directed
- Obtains bids and writes RFPs and contracts for communications and marketing projects and ensures deliverables are met
- Assists with event planning and execution
- Helps ensure that Foundation advocacy and communications comply with IRS 501(c)3 tax exempt statute and State of Alaska reporting requirements.
- Manages mailing lists
- Serves as back-up to Chief Communications Officer as needed

### **Competencies**

- Ability to build relationships and trust with internal and external audiences to reinforce communications

- Ability to translate complicated technical and/or scholarly information to sector and mainstream audiences using clear, accessible prose
- Ability to learn quickly and stay flexible and highly organized in a fast-paced environment with competing demands while maintaining integrity of work product
- Ability to juggle tasks, quickly adapt to changing needs, and work independently as part of a dynamic and evolving team
- Collaborative work style and advanced interpersonal skills

## **Position Qualifications**

- Bachelor's degree in public relations, communications or related field preferred
- A minimum of five years' professional experience in journalism, corporate communications, public relations or marketing
- Experience with communications vehicles, including traditional, digital and social media, public relations, public affairs, marketing, and effective storytelling
- Experience in graphic design and/or managing graphic design work highly desirable
- Demonstrated writing and editing skills across a wide variety of channels
- Demonstrated knowledge and understanding of the use of email marketing and social media platforms to advance communications efforts
- Well-developed research and analytical skills
- Computer literacy in Microsoft Office and database platforms
- Experience in healthcare or philanthropy communications desirable
- Experience with web and print publishing desirable

## **The Foundation**

Valley Hospital Association (VHA), d/b/a Mat-Su Health Foundation (MSHF) is a 501(c)3 that was formed in 1948 to build and operate Valley Hospital in Palmer. In 2003, VHA entered into an LLC partnership with Triad Hospitals, Inc. in order to construct the new Mat-Su Regional Medical Center (MSRMC). MSHF retains 35% ownership of the hospital, shares 50/50 governance of the state-of-the-art facility, and invests its share of the net revenues into charitable works. The MSHF's mission is to improve the health and wellness of Alaskans living in the Matanuska-Susitna (Mat-Su) Borough. MSHF provides grants, scholarships and technical assistance to nonprofit, tribal and governmental organizations offering services and practical solutions to significant chronic, health-related problems impacting Mat-Su citizens.