



## POSITION DESCRIPTION

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**MISSION:** To end differences in health due to social or structural disadvantages and to improve population health, through inspiring and empowering people, ideas, information exchange, organizations and relationships.

**POSITION TITLE:**           **Communications Manager**

**Reports to:**                   **Communications Director**

**Salary Range:**               **\$65,000 - \$90,000**

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### **Communications Manager**

Are you looking for an opportunity to do work that makes life better in your community? Do you have a passion for equity and social justice? Are you a creative thinker and doer, skillful communicator, and excellent writer? Do you have experience advancing organizational effectiveness through branding and strategic communications? Do you have superior cross-cultural social media expertise? Does your direct experience include translation of complex health issues into clear actionable messages?

If this describes you, come join the hardworking team at the Foundation for a Healthy St. Petersburg and support our mission by inspiring and empowering others to improve health equity in Pinellas County.

Last year, the Foundation made more than \$9 million in investments in Pinellas County, Florida, in the form of grants, convenings, education programs, and research. As a mission-driven, place-based, activist philanthropy, we are dedicated to stewarding the community's resources toward the health and well-being of all residents, with a focus on those experiencing structural and social barriers to health. We are an investor in social innovation with a collaborative and partnership-oriented approach and a commitment to listening and being guided by community wisdom.



### **Position Overview:**

The Communications Manager creates and implements strategies to advance the Foundation's mission of health equity. Creative disruption of the normal is required when seeking social change. This requires a gifted listener and learner with experience in persuasive communications and undeniable talent at language (written and verbal) to inspire and motivate. It also requires maturity in understanding how not to move faster than respect and trust can be built. This full-time, exempt position reports to the Director of Communications.

### **Primary Responsibilities:**

1. Through close work with the Communications Director, craft an annual communications plan (inclusive of an evaluation plan) and implement the plan to support the work of the Foundation, funded partners, and community partners.
2. Be a thought partner with Foundation staff to develop, support, and promote creative communications in support of Foundation goals, including message development, storytelling, blogging, and social media. Support communications needs of Foundation staff for speeches, talking points, informational brochures, event-related materials, grantmaking guidelines and RFPs, webinars, photography, and videos
3. Establish and fully launch digital marketing strategies utilizing appropriate tools, including the website, email communications, social media and blogs, as a few examples. Stay up to date with digital technologies and their development.
4. Provide data analytics to boost web and digital presence. Keep the SEO/SEM metrics to forecast trends and learn how impactful messages convey to the target audiences.
5. Plan, prepare, and oversee the production of Foundation communications using a broad range of communications tools, including the Foundation's website, social media, and traditional media. Write and edit Foundation communications, including press releases, speeches, presentations, talking points, stories about Foundation programs and events and funded partner programs
6. Deliver messages according to approved plans of action utilizing creativity in message design and the appropriate communication tools and tactics to maximize the impact of communications. Ensure messages are understood by the intended audience through evaluative and reflective practices.
7. Identify community partners who can be instrumental in helping to share Foundation messages. Develop strategies and activities to identify and engage target audiences on the Foundation's goals
8. Research products, services and current strategies to identify new opportunities for messaging and to advance the annual communications plan as well as impact the Foundation's mission.



9. Create stories and messages based on Foundation-generated data and research
10. Consult with funded partners on communications strategies and tactics to support their projects and increase awareness and impact of Foundation investments.
11. Track and monitor progress of communications efforts towards Foundation goals.
12. All other duties as assigned.

**Qualifications/Skills:**

- A bachelor's degree (in English, communications, public relations, journalism, public health, or related discipline preferred) is the minimums for this position
- At least five years of increasingly responsible work experience in a communications-related field, ideally in the nonprofit or philanthropic sectors
- Excellent writing, editing, interviewing, and communications skills
- Ability to relocate to St. Petersburg, FL
- Ability to work a flexible schedule, including occasional evenings and weekends
- Ability to work independently and in a collaborative team environment
- A demonstrated ability to tell compelling stories and translate complex concepts and practices into easily understood language
- Demonstrated skills and strong working knowledge of Microsoft Office suite of applications, (Outlook, Excel, PowerPoint and Word)
- Strong organizational skills and attention to detail
- Conversant with AP and Chicago editorial styles
- Design, photography, or video expertise a plus
- WordPress skills a plus
- Bilingual skills a plus
- Master's degree a plus.

To apply, please send a cover letter and résumé to Scott Campion, Executives Projects, Foundation for a Healthy St. Petersburg at [scott@healthystpete.foundation](mailto:scott@healthystpete.foundation)