



www.hcfdn.org

TITLE: Digital Communications Associate

TYPE: Full-Time, Salaried

LOCATION: 19 Riverside Road, Riverside, IL 60546

REPORTS TO: Communications Officer

Organization Overview

The Healthy Communities Foundation (HCF) is a community-informed grantmaking foundation that seeks to measurably improve the health and well-being of individuals, families, and communities in our service region. We accomplish this by supporting practices and policies that promote health equity, quality, and access. As a health conversion foundation established in 2000 by the sale of MacNeal Hospital in Berwyn, Illinois, we make grants to organizations working within 27 zip codes in Chicago and the surrounding western suburbs.

We believe that all residents of our service region, particularly those who live with the greatest health inequities, should have access to resources and opportunities that improve their well-being and create a sustainable quality of life. The foundation's grantmaking framework is composed of four strategies: accessing quality health care; addressing the social determinants of health; advocating for policies and systems change that impact health; and augmenting knowledge and improved practice through capacity-building, learning, and aligned initiatives.

Position Overview

The Digital Communications Associate (DCA) is a critical and new position on the HCF Communications Team. The team is focused on building the Foundation's brand and voice through internal and external communication efforts, including but not limited to digital experiences, thought pieces and news articles, presentations, social media, and other integrated marketing communication strategies.

The DCA will have the opportunity to work directly with each of the Foundation's teams (Program, Finance, and Administration) to ensure consistent branding and messaging across all communication efforts and touchpoints. This position also interacts with community partners, external vendors, and other stakeholders in a collaborative, mission-driven environment.

Under the direction of the Communications Officer, the Digital Communications Associate will be responsible for the execution of digital communications, including the creation and upkeep of digital content (blog, grantee partner spotlights, news articles, infographics), email, and social media that amplify the critical work of grantee partners, strategic initiatives, and hyper-local community issues. Additionally, this position will help build thought leadership among the staff and promote Foundation events and other important updates via our digital assets.

Responsibilities

- **Digital Content Management/Storytelling (50%)**

- Assist in the execution of annual content calendars, including social media, aligned to HCF's goals and priorities.
- Write and edit digital/audio/visual content for use across all platforms in alignment with HCF's brand and communications strategy.
- Assist in writing articles and conducting interviews with community partners pertaining to specific initiatives, events the Foundation is involved in, funder collaboratives and current grantee partners' work in coordination with the Communications Officer.
- Manage the development of the Foundation's monthly email newsletter.
- Stay informed and share grantee partners' digital content via the Foundation's social media channels and monthly newsletters.
- Assist in HCF digital events development and execution.
- Continuously seek to improve the Foundation's digital presence by keeping a pulse on the latest digital trends and innovative approaches to digital, strategic and equitable communications.
- **Website Management (30%)**
 - Create new article and blog pages on the HCF website related to pertinent news, speaking engagement recaps, grantee partner updates, etc.
 - As applicable, coordinate activities with the website maintenance team and the Communications Officer.
 - Serve as the liaison between the Foundation and the Foundation's website maintenance team to ensure our website experience is engaging, accessible, and optimized for SEO and organic keyword search.
 - Manage the website change request process with the website maintenance team, in close consultation with the Communications Officer.
 - Identify and present opportunities to improve website functionality and user experience.
- **Administrative (20%)**
 - Compile monthly reports that review digital channel performance against communication objectives.
 - Maintain the Foundation's Mailchimp mailing lists and ensure they are up to date and organized in coordination with the Program and Administrative teams.
 - Assist the Communications Officer in preparing internal/external presentations, brainstorming, and content planning.
 - Additional responsibilities as needed.

Skills/Qualifications

- A combination of education/experience in a relevant field, including strategic communications, journalism, marketing and public relations, social media management, digital media, web content, with a minimum of 1-3 years and a Bachelor's degree preferred.
- Passion for the Foundation's mission and commitment to racial/ethnic equity and health equity.
- Previous experience in philanthropy, civic engagement or nonprofit sector within the Chicagoland area is preferred.
- Strong oral and written communication skills with the ability to work with various individuals, internally and externally.
- Self-motivated, innovative, collaborative, responsible and flexible.
- Ability to work independently and within a team.
- Ability to manage and complete diverse projects in a timely manner with limited

- Demonstrated in-depth knowledge of social media ecosystems, tools and offerings preferred, including Facebook, Twitter, LinkedIn, Instagram, and YouTube.
- Demonstrated use of content management systems preferred, including WordPress.
- Experience with email marketing tools preferred, including MailChimp.
- Experience with creating high-quality digital media projects is a plus.
- Experience with Adobe Creative Suite is a plus, including InDesign, Illustrator, and Audition
- Experience with digital analytics tools is a plus, including Google Analytics and social media analytics.
- Experience with social media management tools is a plus, including Hootsuite.

Alignment to Values

- Strong commitment to and practice of addressing racial equity, racial justice and systemic racism including white supremacy and anti-Blackness.
- Demonstrate an essential trustworthiness by maintaining a high level of confidentiality with regards to Foundation, Board, Staff and grantmaking processes.
- Bring an empathetic mindset to the lived experiences and challenges that affect the well-being of those who reside in the HCF service area.

Position Requirements

Currently, this role is currently 100% remote due to the COVID-19 pandemic. We expect to resume in-person gatherings in the Fall of 2021. Expenses related to remote work including equipment, software and internet access are provided by HCF. Commuting by car to partner organizations will be expected when it is safe. The Healthy Communities Foundation is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its programs, and operations. If a reasonable accommodation is needed to participate in the job application process, please express those concerns in the cover letter.

Location

When it is safe, HCF staff are expected to attend meetings and work collaboratively in our headquarters in Riverside, IL, shared space in Chicago, IL and/or with community partners (aka grantee partners).

Salary

The annual salary range for this position is \$40,000-50,000.

Benefits

- Medical and dental benefits for employee and immediate family.
- Retirement savings account with matching company contributions.
- Generous paid time off.
- Professional development initiatives for growth.
- Parental leave (maternal and paternal) during new child's first year (born into family or adopted).

Equal employment opportunity and having a diverse staff are fundamental principles of the Healthy Communities Foundation. Employment and promotional opportunities are based upon individual capabilities and qualifications without regard to race, color, religion, gender, pregnancy, sexual

orientation/affective preference, age, national origin, marital status, citizenship, disability, veteran status or any other protected characteristic as established under law.

To Apply

The search is being conducted with assistance from Cheers & Associates. Candidates are encouraged to apply as soon as possible. Applications should include:

- A cover letter describing your interest, experience with and/or in the HCF region, an articulated understanding of the position, and description of how your experience aligns with the position.
- A resume that includes a chronological description of experience and education.

Submit the requested materials via email to administration@hcfdn.org. In order to streamline the sorting and review process, please include your name (Last, First) and "Digital Communications Associate" in the subject line of your email.

Note: Please refrain from any phone calls, emails, or direct communication with the HCF Board and Staff.

Application Period

Interviews with qualified candidates will occur on a rolling basis until the position is filled. Therefore, candidates are encouraged to apply as soon as possible.