



*Join an organization at the forefront of improving health by transforming care through Centering groups*

## **Communications Manager**

The Centering Healthcare Institute (CHI) actively seeks to build a diverse staff that is reflective of the populations we aim to serve and the communities where we work. CHI encourages multiple perspectives and experiences and strives to hire and retain a diverse workforce. Our employees are passionate, curious and eager for the challenge of changing healthcare.

### **About Centering Healthcare Institute**

CHI is on the front lines of transforming healthcare delivery and increasing the opportunities that people have to thrive. With over two decades of experience working closely with healthcare providers from all sectors, we've developed the Centering group care model. Our team provides implementation support to guide healthcare practices through every step of the system redesign and to build a foundation for a successful, sustainable practice. We have developed curricula and patient materials, and our facilitation training offers a variety of skill-building and interactive learning activities that prepare facilitators to lead engaging groups. We offer practice management and support tools, and site accreditation for model fidelity and quality assurance. We are engaged in advocacy efforts for payment reform and community outreach to achieve the Quadruple Aim of better health, better care, lower cost and provider satisfaction. Leadership and collaboration are at the heart of our success.

### **The Position**

The Communications Manager is a storyteller, responsible for the development and delivery of the CHI message and brand -- content that draws people in. It's a hands-on, highly visible role developing compelling content that educates, drives engagement and provokes a response. Ideal candidate has a journalism or PR background and experience writing for a variety of audiences and purposes. The Communications Manager ensures that an equity lens and CHI's core values are infused into all of our communications, products and services.

### **Essential Functions**

#### **Public Relations**

- Elevate CHI's name recognition as the go-to resource for media interest in group healthcare
- Proactively cultivate media relationships. Identify and execute pitch opportunities to promote CHI
- Expand and maintain CHI's media contact list
- Attend networking events
- Write and disseminate press releases
- Manage vendor relationships

### **Communications & Digital Marketing**

- Develop email campaigns that convey our value proposition through creative copy, design and scheduling; manage email lists
- In collaboration with Business Development and Practice Services teams, write blogs, white papers and other content for lead generation, awareness and information with great sensitivity to tone and voice for different audiences
- Create printed materials, such as one-pagers, brochures and rack cards
- Serve as communications champion for product launches and events
- Create thoughtful new opportunities for partners and patients to share and engage, including blogs, photos and personal Centering stories

### **Social Media & CenteringConnects**

- Facilitate, engage and manage the Centering community online forum and CHI's social media channels (Facebook, Twitter & LinkedIn)
- Generate and edit daily content that builds meaningful connections and encourages constituents to take action
- Create, schedule and publish social media campaigns (daily, annual schedule and seasonal/promotional themes)
- Monitor and report engagement, feedback and activity on social media platforms
- Set up and manage company profiles as new social media platforms emerge

### **Other Responsibilities**

- Contribute to a positive and collaborative culture
- Join and be active in internal and external committees/project teams

### **Experience, Skills & Attributes**

- Creative writer and thinker, able to summarize complex concepts and ideas across levels and platforms
- Bachelor's degree, plus at least 4-7 years of related experience
- Strong communicator who has an approachable persona, in-person, online and on the phone
- Understands how to connect with social audiences using copy and images
- Familiar with Adobe Creative Suite, Google Suite, Canva, MailChimp and Salesforce CRM. Experience with Craft CMS a plus
- Curious, positive attitude focused on learning and continuous improvement
- Bilingual candidates strongly encouraged to apply
- Experience working with diverse populations

- Must be flexible, a good teammate, able to jump in as needed and manage multiple projects and priorities simultaneously
- Ability to work independently and collaboratively as a team member in cross-functional teams

### **Physical Requirements/Work Environment**

Job is performed in an office environment. Day-to-day work includes paper and computer work as well as interaction with staff.

Primary Location: United States - Massachusetts-Boston

Schedule: Full-time

Report to: Director of Engagement

### **Compensation and Benefits**

CHI is fully committed to the success of all team members and offers a robust compensation and benefit package that includes:

- Salary: \$60,000 - \$75,000
- 401k with up to 8% employer match
- Medical, dental and vision
- Disability & life insurance
- 26 paid days off

### **Application Process**

Applicants should submit a resume, two writing samples and a one-page cover letter briefly summarizing their interest in and qualifications for the position to **employment@centeringhealthcare.org**. Please put "Communications Manager" in the subject line.

While we appreciate all applications, we are only able to follow up with candidates who will be moving forward with our interview process.