



## Communications Specialist

Reports to: Director of Program and Policy

Summary: This non-management position works with the director of program and policy, the director of donor communications and advising, and other foundation staff to build audience growth and engagement. The Communications Specialist will implement and refine a multi-faceted, dynamic communications program that markets to strategic audiences via public relations, website management, search engine optimization, email marketing, social media and influencer marketing, collateral creation, and list management.

Audience segments include: Universal's partner organizations, donors and supporters, grantees, and individual advocates and activists.

Current platforms include: YouTube, webpage, blog, Twitter, Facebook, email, in-person presentations, e-newsletter, earned and paid media, and direct mail.

### Duties and Responsibilities:

- Assist in the development, implementation, testing and refinement of dynamic, multi-faceted communications plans to achieve measurable results for special campaigns and ongoing education, outreach, engagement and advocacy efforts.
- Maintain, build, track and measure Universal's media presence and relations.
- Pitch story ideas to media, respond to press inquiries and serve as an advisor for Foundation spokespersons.
- Write, edit, test and refine graphic and narrative content with programmatic and fundraising staff.
- Assist in the creation of materials and messaging, including video content.
- Solicit, manage and coordinate consultants and vendors, including contract development and compliance, as necessary.
- Strengthen Universal's brand(s).
- Support Foundation-sponsored online and in-person events.

The duties listed above are intended only as illustrations of the types of work expected. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

### MINIMUM QUALIFICATIONS:

- 5 – 7 years relevant experience in direct to consumer or social justice/health care advocacy-related communications
- Bachelor's degree in marketing, communications, English or public relations preferred

### ESSENTIAL SKILLS AND ABILITIES:

- Clear, concise and compelling writer
- Website maintenance and content creation experience



- Experience building and engaging diverse audiences
- Ability to develop in-house materials, capacity with graphics and text layout
- Experience with media relations
- Proficiency in the following tools: Action Network, Salesforce, Concrete 5, Office 365, Facebook ads and Google Analytics
- A self-starter with strong organizational and time management skills, able to meet deadlines and manage multiple simultaneous tasks and projects
- Excellent interpersonal skills and ability to collaborate within a fast-paced, team environment
- Ability to interact effectively with diverse stakeholders
- Commitment to anti-racism, equity, movement building and health justice

Salary commensurate with experience, generous benefits and a hybrid/remote work environment. Benefits include:

- health, vision & dental coverage
- pre-tax flexible spending account
- employer contribution to a retirement plan
- tuition reimbursement benefit
- staff professional development
- generous paid vacation, personal/sick time and staff holidays

**Interested applicants should submit to [HR@Universalhealthct.org](mailto:HR@Universalhealthct.org), by 5 PM, Monday, September 27, the following:**

- a cover letter (including salary expectations),
- resume,
- applicant's social media handles,
- two writing samples

Finalists will be contacted for an interview. Employment for the position to start fall 2021.

Universal is committed to antiracism, diversity, equity and inclusion and provides equal employment opportunity to all applicants without regard to race, ethnicity, religion or creed, sexual orientation, gender identity and expression, marital status, national origin, ancestry, age, physical appearance or disability.



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