



Position Description

Position: Director of Communications
Reports to: Executive Director
Type: Full Time (40 hours per week)
Location: Raleigh, NC or remote

The Director of Communications will lead and be responsible for the design, implementation, and management of Care Share Health Alliance's strategic communication plan and communication initiatives, and advancing Care Share's mission, vision, and values to both internal and external audiences. Working closely with the Executive Director, key stakeholders, and community partners, the Communications Director enacts strategies and systems that effectively communicate and engage a wide range of audiences, support the organization's strategic goals, and drive organizational growth. This role will also manage all Care Share Health Alliance communications, public relations and marketing initiatives and will be responsible for all media relations. This is a full-time position, 40 hours per week, which may require some travel and evenings and weekends.

Brand Development and Management (25%)

- Provides brand management of all external facing communications, ensuring an inclusive lens, quality control, consistency in messaging, and brand integrity to ensure design and content adheres to brand standards.
- Designs and implements the production of marketing and communication materials including annual reports, e-newsletters, brochures, program flyers, website content, social media, e-blasts, PowerPoint decks, new releases, press kits, videos, fundraising solicitations, and collateral materials for special events, donor recognition and stewardship.
- Serves as primary writer and editor for external communications, including drafts for the Executive Director as needed.
- Designs and produces advertisements for digital and print publications.
- Maintains current and accurate content in all endeavors.

Strategic Leadership and Development (55%)

- Develops and implements a comprehensive marketing and communications plan.
- Works closely with Executive Director to create and meet marketing and communications strategies for fundraising campaigns and programs.
- Leads all communication strategies to align the organization with its mission, values, and strategic goals.
- Establishes effective data collection and analysis system in collaboration with other staff to measure audience engagement, track business/development leads, evaluate performance, optimize marketing and fundraising strategies, identify opportunities, and support revenue generation.



- Maintains knowledge of operations and changes in communications/marketing to best serve goals and objectives of organization.
- Lead efforts in the development of explicit equitable and inclusive organizational messaging that appropriately reflects the organization's values.
- Ensure all marketing and communications projects contain accurate, up-to-date content and are consistent with organization-wide marketing and communications efforts.
- Ensures effective management and utilization of outside partners/vendors involved in media relations, publication design and reproduction, website development, photography, and video production.

Thought Leadership (20%):

- Partners with key staff to provide strategic counsel and message development in support of key, organization-wide initiatives.
- Assesses internal communication needs to ensure systems, tools, and messaging best supports organizational culture to that reflects equity and inclusiveness, support, and engagement.
- Develops visual concepts for design projects or campaigns.
- Provides creative and art direction for all marketing assets and materials, ensuring communication objectives and quality standards are met.
- Manages graphic design projects and deliverables.

Required & Desirable Skills:

Required Skills:

- Bachelor's degree and five years of experience in Communications, Marketing, or related field. Advanced degree preferred
- Experience and skill in developing and executing organization-wide strategies with a variety of online and offline marketing and communications functions. This includes branding and messaging to different target audiences, website development and maintenance, all aspects of digital, video and print production, development and implementation of social media plans and new emerging strategies, as well as working with external partners.
- Knowledge of marketing and communication principles and strategies.
- Proven success in project management, including managing multiple projects with competing deadlines.
- Strategic and critical thinking skills with the ability to effectively communicate orally and in writing.
- Able to engage people from a variety of backgrounds and perspectives, including: staff at all levels, donors and funders, board members, media and general public.
- Strong interpersonal, management and collaborative skills.
- Superior writing and editing skills including editing for content, style, and grammar, as well as attention to detail.
- Skills for website programming, photography, and design/layout a plus.



- Committed to advancing health equity including an understanding of institutional and structural racism and implicit bias and their impact on historically marginalized communities in NC and their health.

Desirable Skills:

- Experience in racial equity communications
- Master's degree in communications, marketing, or another related field
- Knowledgeable about health and health systems in NC
- Bi/multi-lingual and experience working directly with racially, ethnically, culturally, and socioeconomically diverse people and communities.

Additional Responsibilities:

- Performs other tasks and duties as assigned.

Compensation:

Salary & Benefits:

Salary Range: \$70,000 - \$80,000 Benefits include: Health, Dental and Vision, 401K with Employer Match, Life & Disability Insurance, Flexible Spending Account, Paid Time Off & Holidays

Application:

Process & Required Documents:

To apply, candidates should send a cover letter and resume to wwhite@caresharehealth.org.

As an equal opportunity employer, Care Share is committed to building a diverse, inclusive culture with a commitment to our values and mission. Care Share strongly encourages applicants from people of color and other diverse backgrounds.