



Position Description

Position: Communications Director

Reports to: President

Position Summary:

Responsible for the development and execution of the communications plan of a foundation with national and international reach in health policy and population health. Ensures that all Milbank Memorial Fund communications efforts are consistent with the Fund's strategic direction and communications plan, are of the highest design and editorial quality, and reach intended audiences.

Position Details:

Communications Strategy and Leadership—Responsible for increasing the visibility and awareness of the Fund's work.

- Consistent with the Fund's Strategic Plan, identifies critical audiences for the Fund and its programs, and the communications goals for each of them. Reinforces this awareness with all Fund staff.
- Develops and implements the Fund's communications plan to reach those goals.
- Identifies key success metrics for the Fund's communication efforts, sets goals, and monitors performance.
- Develops communications planning skills of Fund Program Officers.

Communications

- Oversees the planning, execution, and dissemination of all routine and special communications from the Fund—with the exception of *The Milbank Quarterly*—consistent with the Fund's communications plan.
 - Advisor for all communications coming from staff to their constituents.
- Responsible for design elements of Fund communications and their consistent use.
- Responsible for planning, implementing, and maintaining the Fund's website (with the exception of *The Milbank Quarterly* section, which is done in coordination with the Managing Editor). This includes
 - Selecting website manager/developer.
 - Developing and overseeing the website plan.
 - Monitoring developments in website strategies and capacities.
 - Overseeing new website content development.

- Writing and/or editing web content.
- Developing with Editor and Managing Editor special plans as needed to accommodate *The Milbank Quarterly*'s publication strategy and expand the reach of the journal to critical audiences.
- Setting, monitoring, and achieving performance goals for website visits and downloads.
- Oversees development, segmentation, and use of the Fund's contact lists.
- Oversees the administrative activities of the Fund's communications function including budgeting, expense management, and contractor identification and management.
- Negotiates and works within annually determined budget parameters.

Publications—Responsible for production and dissemination of documents that advance the mission of the Fund.

- Milbank Reports and Issue Briefs
 - Assists program staff and President in topic development and author identification.
 - For each report or issue brief, establishes overall goals, including target audiences and desired impact. Establishes editorial expectations, editorial review process, design production timeline, and dissemination plans with program staff and writer(s).
 - Responsible for all final editorial content. Oversees publication design and production.
 - Responsible for ensuring content reaches desired audiences.
- Milbank-Sponsored Reports
 - Works with Program Officer and collaborating partner on the above steps, adjusting and allocating responsibilities as necessary with collaborating partners.

Social Media

- Oversees the Fund's social media efforts, consistent with communications plan, including developing new social media strategies as appropriate.

Press

- Responsible for relationships between members of the media and the Fund.
- Develops and executes media placement efforts for specific Fund reports, MQ articles, and Fund President.

Board Publications Committee

- With the Managing Editor of *The Milbank Quarterly*, staffs this committee, including agenda development consistent with communications plan and needs of the Fund.

Other Responsibilities

- Stays abreast of state and federal health policy developments to inform communications planning.
- Maintains professional network for new ideas and professional development.

- Develops internship opportunities for areas of responsibility.
- Informs and participates in the Fund’s strategic planning process.
- Takes on other activities to support the Fund as skills, circumstances, and availability dictate.

Skills and Capacities Required:

- Passion for the Fund’s mission.
- Familiarity with health care and health policy communications.
- Capacity for communications planning—including audience identification, message development, and dissemination channel development.
- Command of English language, grammar, and written and oral communications.
- Communications project management, including
 - Publication development and planning consistent with overall communications plan.
 - Demonstrated high standards for writing, editing, copyediting, and proofreading within defined and sometimes demanding deadlines.
 - Publication design and production.
 - Dissemination.
- Ability to work in a small, productive office with many external stakeholders.
- Website development and vendor management.
- Social media planning and execution.
- Capacity to manage multiple projects simultaneously and successfully, and to oversee work with multiple outside vendors.
- Ability to collaborate and communicate with team.
- Familiarity with and interest in public policymaking process.
- Positive attitude.

Previous Work and Educational Experience:

- At least seven years of relevant work experience—strong preference for a health care or health policy setting—with demonstration of required skills and progressive responsibilities.
- Bachelor’s degree required, Master’s strongly preferred.

Job Requirements:

- Normal office, New York City-based. Some travel.

Employment at the Milbank Memorial Fund is based upon personal capabilities and qualifications without discrimination because of race, color, religion, sex (including gender identity or expression), age, national origin, marital status, citizenship, medical condition, disability, or any other protected characteristic as established by law.

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