

MICHIGAN HEALTH ENDOWMENT FUND

OPENING: COMMUNICATIONS OFFICER

- Do you love the thought of translating important outcomes into compelling stories that move people and broaden impact?
- Would you enjoy engaging with health experts across Michigan to spotlight their innovative work, accelerate change, and empower healthy communities?
- Are you yearning to make a real difference with your time and talents?

The Michigan Health Endowment Fund is the largest health-focused philanthropic foundation in Michigan. Since 2014, we've awarded over \$230 million in grants and we're just getting started!

We're seeking a communications generalist who balances a passion and knack for storytelling with the technical skills to produce polished content in support of our mission, our priority issues, and the incredible work of our grant partners. Expand on your foundation of knowledge working for an experienced mentor and expert in nonprofit and philanthropic communications.

We offer a highly competitive compensation and benefits package, opportunities for professional development, and the chance to partner with people and communities across Michigan to produce positive change in the lives of Michigan residents.

Apply now to be considered for this important role where you'll own a variety of established activities while enjoying plenty of chances to get creative and take on new challenges.

WHAT YOU'LL DO

WRITE AND EDIT

- Draft blog posts, newsletters, press releases, and other materials.
- Help with editorial planning and maintain a steady stream of fresh, relevant content.
- Provide tactful, precise edits to subject matter experts.

PRODUCE AND PUBLISH

- Provide regular document design for a variety of materials.
- Keep website updated and assist with improvements through our WordPress CMS.
- Create social cards, templates, and basic graphics.
- Work with outside vendors such as designers, web firms, and printers.

GROW OUR DIGITAL PRESENCE *Use your time and talents or oversee as an outsourced task*

- Help create and execute a social media strategy to increase engagement with and value for our target audiences.
- Initiate creative approaches and run promotional campaigns for key products.
- Interpret analytics and report results.

OWN MEDIA RELATIONS *Use your time and talents or oversee as an outsourced task*

- Master the Meltwater platform, build targeted lists, and conduct media outreach and follow-up.
- Identify opportunities to grow our public profile through earned media.
- Manage and share clips.

WHO YOU ARE

EXCEPTIONAL WRITER

You're a natural storyteller and a skilled wordsmith. Given a topic, you can learn about it, distill complex information, and produce clear, compelling, professional quality pieces about it. You enjoy the editing process, and you can interpret and adjust based on feedback.

VISUALLY CREATIVE

You understand basic design principles and can whip up a decent flyer, create presentation templates, and take a well-composed photo. You can interpret our brand guide for simple branding needs, and you have enough of a design vocabulary to provide feedback on more complex projects.

TECH AND SOCIAL SAVVY

You understand the opportunities and challenges of various social media platforms and are intrigued about how they can be used strategically for good. You understand how people communicate online and are curious about effective communications trends there.

CAUSE-ORIENTED

You want to use your skills to help make the world a better place. If you don't have a background in nonprofit work, you've imagined how you might adapt your private sector skills to a mission-driven challenge.

WE THINK YOU'LL NEED

ABOUT FIVE YEARS OF RELEVANT EXPERIENCE *This is flexible!*

We're looking for a well-rounded candidate and are open to different backgrounds. This is not an entry level position, but we'll consider candidates with less experience, an excellent portfolio, and a demonstrated mastery of the written word.

RELEVANT TECH SKILLS

You're comfortable in Photoshop and fluent in Word. You can run a targeted campaign and interpret results. Where your knowledge is slim, Googling tutorials is a natural go-to. You're comfortable learning new tools, whether it's figuring out a media database or setting up a microphone to record a podcast.

CURIOSITY AND FLEXIBILITY

You enjoy the adventure of change. We're evolving our communications program in support of a new strategic plan. Over time this role will evolve with it, and you can play a role in that design. We're also small, and everyone helps with admin tasks occasionally. You'll work across program areas, so you should look forward to learning new things about the Health Fund's priority issues and jumping in to help, sometimes on a whim.

SALARY AND BENEFITS

The anticipated salary for this position is \$75,000. In addition to competitive compensation, the Health Fund provides a rich benefit package including:

- 20 days of paid vacation time, plus paid holidays
- Single and family healthcare coverage at no cost to the employee
- The Health Fund also contributes significantly every year to each enrolled employee's Health Savings Account
- Paid parental leave
- Life insurance at no cost to the employee
- Short-term disability benefits at no cost to the employee
- Long-term disability benefits at no cost to the employee
- Matching contributions of up to 6% of the employee's compensation to the Health Fund's retirement plan

TO BE CONSIDERED FOR THIS IMPORTANT ROLE PLEASE DO THE FOLLOWING:

- **ANSWER THESE QUESTIONS**
Skip the traditional cover letter! Instead, respond to all three of these prompts. You can format the answers however you like, so feel free to show off your creativity or document design skills.
 1. What's interesting to you about this position? How does the position fit into your career goals?
 2. Describe an instance where you had to learn a new communications skill or tactic in order to do a good job on a project. What was the challenge? How did you figure it out?
 3. What part of the position are you least comfortable with? Why?
- **SEND US A LINK TO YOUR PORTFOLIO**
We'd like to see samples of your work, from writing to design to social media.
- **SEND US YOUR RESUME**
We strongly encourage you to submit a one-page resume. Make sure it's a PDF!

Send all of the above to info@mihealthfund.org. We will review applications on a rolling basis until the position is filled.

The Health Fund encourages everyone to apply. We do not discriminate based on race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, status as an individual with a disability or other applicable legally protected characteristics.

This position will be based in Brighton, Michigan with a hybrid in-person/remote work environment.