



Director of Communications & Storytelling
Spokane, Washington

Health is a fundamental human right.

EXECUTIVE SUMMARY

[Empire Health Foundation \(EHF\)](#), a private health conversion foundation formed in 2008, takes a bold and innovative approach to investing in ideas and organizations that improve access, education, research, and policy to transform the health of communities in eastern Washington. With philanthropic assets totaling approximately \$96 million, including the recent addition of \$20M designated as a 501c(4), and a talented team of 17, EHF's investments go beyond traditional grantmaking to leverage innovative public-private collaborations in its commitment to measurable health improvements through work in four primary Focus Areas: Care Coordination, Families Together (family resiliency), Workforce Development, and Innovation. Additionally, EHF partners with four other community organizations, including the provision of some shared administrative services, focused on regional health transformation, increasing Washington-based cancer research, improving family-based supports for foster children, and increasing health care providers in eastern Washington.

EHF believes strongly that solving today's toughest social problems relies on much more than just writing a check. Through collaborative partnerships with community, tribal and government leaders, government agencies and third-party funders, EHF seeks to move the dial measurably and sustainably on health outcomes through an innovative approach to philanthropy that focuses on systems-level change. In contrast to traditional reactive grantmaking and top-down theory-of-change models, EHF's approach is adaptive and collaborative, leverages partnerships, and is accountable for results. Following the recent hire of President Zeke Smith, **Empire Health Foundation now invites applications and nominations for its next Director of Communications and Storytelling** to bring EHF to a new level of excellence in marketing and communications.

Through the lens of diversity, equity, and inclusion (DEI) and a focused attention on promoting health equity, the ideal candidate will have deep knowledge of best practices in strategic marketing and communications. The Director will steward the EHF brand, strengthening and building internal and external communication to best support the organization at this critical moment, advising senior leaders, peers, and EHF team members on effective marketing, communications and storytelling strategies, executing a strategic communications plan that encompasses internal and external audiences, as well as managing relationships with external service providers on behalf of the Foundation.

MISSION & HISTORY

EHF believes health is a fundamental human right and strives to boldly advance health equity in eastern Washington and beyond. Health equity exists only when people can attain their full health potential, and no one should be disadvantaged due to where they live, race, gender identity, level of education, immigration status, sexual orientation, the job they have, socioeconomic status, or whether or not they have a disability. This potential can only be reached when the disparities that adversely impact marginalized or under-resourced children, families, and communities are eliminated. To guide this important mission, EHF holds Diversity, Equity & Inclusion (DEI), Compassion, Innovation, Collaboration, Measurable Impact, and Integrity as core values.

Empire Health Foundation was founded in 2008 through the sale of Deaconess and Valley Medical Center and takes great care to manage those assets on behalf of the communities it serves and to transform the health of the region. That commitment to transformation is inherent in its values and its approach to philanthropy which focuses on collaboration with partners to challenge current systems and practices that are barriers to equitable health outcomes for people in its region. It focuses work upstream to develop new, innovative approaches that change policies and systems, prioritizing measurable positive impact and health equity. EHF defines health by much more than medicine, disease, or physical condition. Rather, it looks at the environments and the conditions we encounter as we live, learn, work, and play. These social determinants of health include the social, economic, and environmental needs of individuals and communities and require investments in health that focus on reducing, and ultimately eliminating, existing disparities.

At its ten-year mark, the Foundation celebrated the innovation, boldness, and continued possibility of this commitment and philosophy through a range of partnerships and initiatives that exemplify EHF's approach. EHF's work has grown in size and complexity, leveraging dollars 18x its traditional \$4M grantmaking budget. A recent legal settlement with Community Health Systems has entrusted EHF with \$20M and expanded its work to include Empire Health Community Advocacy Fund (EHCAF), a 501c(4) arm to carry forward the legacy of that agreement. EHF is now uniquely poised to explore both c(3) and c(4) strategies and initiatives in support of its mission. For more information, please visit: empirehealthfoundation.org.

EHF FOCUS AREAS & AFFILIATES

With an operating and grantmaking budget of \$4M and leveraged partnerships over \$95M, EHF supports a range of programmatic focus areas and partnerships, including:

Care Coordination: EHF's Care Coordination focus area seeks to improve the health and quality of life of under resourced and underserved community members by supporting partners to deploy data-informed approaches to activating and educating individuals who are otherwise disengaged in their health and wellness. This approach creates sustainable access to high quality, advanced care coordination services that address the social determinants of health, health activation, and quality of life. Strategic initiatives include targeted work with aging, tribal, and incarcerated populations.

Families Together: The Families Together focus area aims to reduce and prevent foster care days among Native American families on-and-off reservation in eastern Washington by at least 50% per year by measurably preventing the occurrence of Adverse Childhood Experiences (ACEs) and building resiliency to

mitigate their impact. Reducing the intergenerational transmission of ACES, the single greatest predictor of poor health, behavior, and academic outcomes, will prevent children from experiencing high levels of trauma and support for them to grow and thrive in a loving family. EHF collaborates with community partners to leverage the resources unique to their communities for maximum impact.

Workforce Development: The Workforce Development focus area invests in upstream approaches that advance health equity using innovative and sustainable efforts to establish a skilled and motivated workforce and address longstanding inequities in the region that have been exacerbated by workforce shortages and shortcomings in providing culturally responsive care. Empire Health Foundation serves as a collaborative partner in enhancing the training, recruitment, and capacity of the region's health system workforce.

Innovation: EHF assists the region's nonprofit organizations with grant writing, training, and technical assistance and offers dedicated EHF staff who pursue funders from outside the area, attracting and leveraging new funding streams to maximize strategic impact across the region. Since its inception, EHF and its partners have attracted approximately \$355 million in third party funding to the region.

Public/Private Partnerships: Aiming to meet the very real health needs of diverse populations in the region, EHF has fueled many public/private partnerships at every stage of development. In 2019, in partnership with Spokane Housing Ventures, EHF announced a joint investment in a new multi-family affordable housing complex that is now home to 48 families at risk of experiencing homelessness. Additionally, EHF has incubated a number of affiliated 501(c)3 organizations over the past 10 years including: Better Health Together, Andy Hill Cancer Research Endowment Fund, Family Impact Network, Spokane Teaching Health, and Philanthropy in Action. EHF also owns and operates as an LLC the Philanthropy Center, a 22,000-square-foot, four-level building which houses EHF and various subsidiary and partnering nonprofits. As tenants of the Philanthropy Center, these nonprofits receive discounted rent and "backbone" services, including accounting, information technology, and reception services.

THE ROLE

The Director of Communications and Storytelling will serve as a trusted advisor to senior leaders, staff, external partners, and subsidiaries, building the EHF brand and driving strategic communications for internal and external audiences. Working in close partnership with the Vice President of Operations and as a member of the Senior Leadership Team, the Director of Communications and Storytelling will develop strategies that align with and amplify EHF's vision and values. The Director will elevate the stories of people and organizations across eastern Washington to inspire deeper and more authentic relationships that shape solutions for improved health equity and stronger communities.

Senior Leadership Responsibilities

- Serve as a member of the Senior Leadership team, trusted communications advisor and forward-thinking strategist to senior management
- Support the organization's efforts in promoting greater fluency in diversity, equity, inclusion, and belonging throughout the foundation
- Participate in and provide communications support in the development of an ongoing learning environment that uses effective diversity and equity concepts, behaviors, and tools
- Build and maintain a strong working relationship across EHF departments and organizational partners

Communications/Storytelling Responsibilities

- Drive the development, implementation and evaluation of all EHF and EHCAF marketing/communications strategy (organizations and individual focus areas), to include a diverse array of audiences including staff, board, community and policy stakeholders
- Cultivate and nurture EHF's brand identity, monitoring and advising senior management on community perception, evaluating effectiveness of marketing tools, and ensuring brand integrity
- Support EHF's goal of ensuring transparent, high-trust/high-integrity communication between leadership, staff, board and community
- Drive content and design for all communications mediums including websites, print materials, social media platforms, internal newsletter and video production; ensure messaging meets EHF's goals of transparency, integrity and storytelling through the eyes and voice of a diverse community
- In coordination with the Vice President of Operations and other senior management, develop and recommend budgets for the Communications department, as well as specific projects and programs
- Empower and equip board and all staff to be community ambassadors for EHF and its partners through development of print and presentation materials, speeches and talking points
- Plan and produce executive presentations and speeches; consult, develop and write for various strategic planning, programmatic and communications issues in support of the foundation strategy
- Manage the contracted annual retainer relationship with a local marketing firm, coordinating deadlines and project pipeline
- Coordinate with senior management, government relations team, policy director and board as applicable to support and/or execute proactive communications on a diverse array of public policy issues
- Manage media relations including monitoring of industry issues/trends, coordinating media interviews, providing coaching on media interview techniques and related messaging; develops positive relations with media and other stakeholders to elevate awareness of EHF and its partners
- Manage all communications functions in alignment with executive leadership priorities and a focus on: Transparent communication with internal and external audiences, standardization of organizational knowledge across all teams, maximized operating efficiencies supported by strong communications channels

QUALIFICATIONS OF THE IDEAL CANDIDATE

While no one candidate will possess all of the qualifications listed below, the ideal candidate will be passionate about EHF's mission and bring many of the following:

Minimum Qualifications

10+ years of progressive strategic marketing/communications experience. A Bachelor's degree in marketing, communications, journalism or similar field is preferred. Computer proficiency and strong technology aptitude required. Excellent writing and storytelling skills.

Requirements

- A broad portfolio of success as a strategic and tactical marketing/communications professional and

- storyteller in a well-respected “best practice” environment
- A creative thinker with demonstrated experience driving communications that captures the voices and perspectives of a diverse and multi-cultural community
 - A solid background in supporting all aspects of a project from strategic planning to working directly on execution and day-to-day operations
 - Demonstrated strength of equity maturity and cultural competency
 - Demonstrated evidence through past experience of commitment to building and nurturing trust-based relationships, collaboration and teamwork with executive and internal staff of all levels, as well as partners
 - Sound, seasoned judgment and ability to provide values-based leadership, with particular attention to the foundation’s core values
 - Adept at work planning and providing analysis to facilitate decisions among staff and leadership
 - Results-oriented; ability to quickly learn EHF’s priorities and translate them into actionable communications solutions in order to enhance organizational effectiveness
 - Ability to adapt to change and modify approach to best fit the situation. Thrives, delivers, and remains nimble and flexible in a matrixed organization with differing cultures, intricacies, diversified business segments and competing demands
 - Excellent writing/editing and verbal communication skills; strong public speaking skills
 - Demonstrated experience with managing and driving content for social media platforms
 - High level of comfort working in an ambiguous environment requiring adaptivity and flexibility
 - Demonstrated high level of ethics, integrity and discretion
 - Ability to work independently and manage multiple projects

TO APPLY

Submit your resume (in Word or PDF format) and cover letter describing your interest and qualifications to:
Rebecca Johnston, Senior HR Manager at rebeccaj@empirehealthfoundation.org.

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We recruit and hire without regard to race, national origin, religion, gender, gender identity, sexual orientation, disability, marital status, veteran status or age.**