



## Adirondack Health Institute

### **Communications Coordinator (Part-time)**

*Seeking Creative, Innovative Communications Professional!*

Adirondack Health Institute (AHI) is an independent, non-profit organization that is leading the way in rural health care transformation across a nine-county region of the North Country. AHI supports hospitals, physician practices, behavioral health providers, community-based organizations, patients and others in our region to transform healthcare and improve population health.

AHI is seeking dedicated, motivated, and highly passionate individuals who share our drive and commitment to making a difference by improving the health of our community. We are seeking a **Communications Coordinator** to join our team in our Glens Falls, NY office.

The North Country Innovation Pilot (NCIP) **Communications Coordinator** will be an essential part of the NCIP team, ensuring prompt, effective, and clearly conveyed messaging and communications among and between internal and external partners.

The North Country Innovation Pilot (NCIP) is an innovative model designed to promote health and well-being for the residents of a defined geography through an integrated and coordinated provider led health system inclusive of acute and primary care, behavioral health, specialty care and community-based providers impacting the social determinants of health.

This creative and motivated individual will build the profile and visibility of the NCIP to key audiences, to communicate successes and to ensure understanding of, and eventual support and participation in, the NCIP.

The Communications Coordinator will be an innovative thinker, with proven strategies for enhancing communication and/or public relations. This individual should be an enthusiastic learner, with the ability to translate complex models into concepts and visuals that can be appreciated by a more general audience.

Responsibilities of the Communications Coordinator also include:

- Establishing positive associations with the public and mass media on behalf of the NCIP, project management office and overarching Steering Committee;
- Developing tailored communications for all impacted and interested parties including but not limited to health care providers and payers, consumers, businesses, non-profits, government agencies and individuals;
- Implementing a communications strategy (both internal and external) to ensure transparency, clarity and understanding of NCIP goals, objectives and activities and to ensure appropriate engagement of all interested and impacted parties during project development and execution;
- Developing and implementing project communication plans to effectively communicate project progress to contributors, resource managers and PMO lead;
- Leading the development and writing of the NCIP's marketing and communications content, including capabilities statements, brochures, flyers, fact sheets, presentations, speeches, reports, and website content;
- Liaising with technical experts and project teams to write and disseminate key innovations, learnings, and research to wider audiences;

- Supporting AHI NCIP project teams to write project impact stories and other content;
- Maximizing the development and use of online multimedia tools and materials to communicate AHI's NCIP expertise and impact on the region's health;
- Working collaboratively with the NCIP team – across health care sectors and across regions to implement a communications strategy that will increase the profile of the NCIPs contributions in particularly in health and health systems strengthening population health, patient engagement, and the role of CBOs;
- Seeking out new and creative approaches to showcase NCIP's work with a particular emphasis on results in the field, including human interest and success stories;
- Identifying and coordinating opportunities for AHI's experts to be featured at key health events;
- Supporting communications events, including conferences, workshops, webinars, panel presentations, receptions, social media events, press conferences, briefings, etc.;
- Attending regular /ad hoc conferences and meetings showcasing AHI work and capabilities and interact with various health stakeholders.

**Education & Experience:** Ideal candidates will have a Bachelors' Degree in Communications, Journalism, International Relations, Business Administration or a related field with 3 – 6 years' related experience; or equivalent combination of education and experience.

Candidates with experience managing communications and social media profiles and activities on behalf of a trade organization, think tank, PR agency, corporate communications office, or non-profit organization preferred.

**Other Skills:** Candidates must have excellent attention to detail and exceptional writing, editing, and proofreading skills. Candidates must have demonstrated proficiency in creative design applications; experience in Adobe Creative Cloud preferred. The ability to manage multiple priorities efficiently and effectively is required. The ability to adapt to changes in priorities, workload, and workflow is a must.

**Other Requirements:** Must have a valid New York State driver's license and vehicle or provide evidence of mobility within assigned community. Occasional travel to meetings within service area may be required. Travel is primarily during the business day.

**Position Schedule:** Part-time, approx. 20 hours per week; Monday through Friday with occasional early morning hours to accommodate special meetings or initiatives.

**Notes:** This is a grant-funded position. This position is anticipated to be funded for up to one year through a NYS grant. Planning activities will begin in 2019 with a targeted program launch in 2020, dependent upon planning outcomes.

At AHI, we are leading the way in rural healthcare transformation. By partnering with regional health care providers and community-based organizations, we strive to improve care, lower costs, and realize a healthier future for the Adirondack region. If you are enthusiastic, energetic, and ready to "roll up your sleeves," this is your new opportunity!

AHI provides a friendly and challenging work environment and a comprehensive benefits package. To apply, please visit <https://ahihealth.org/who-we-are/careers/> and complete an online application.

*AHI is an Affirmative Action EEO employer and provides opportunity for all, without regard to race, religion, color, national origin, citizenship, sex, sexual orientation, gender identity, age, veteran status, disability, genetic information, or any other protected characteristic. AHI will make reasonable accommodations for known physical or mental limitations of otherwise qualified employees and applicants with disabilities unless the accommodation would impose an undue hardship on the operation of our business.*