



Communications Director

Position Description

Human Impact Partners (HIP) seeks a Communications Director to lead and implement a communications strategy in line with our mission, vision, values, and culture. This role is responsible for developing and executing a cohesive communications strategy that encompasses:

- Narrative change strategy to advance health equity
- Organizational digital platform management
- Production of policy-focused research materials
- Earned/paid media strategy to support advocacy and organizing activities

Location: Preference for Oakland, CA; will consider remote applicants

Status: Full-time

Salary: \$80,000 to \$95,000 annually

Deadline: Please submit applications by 4:00 pm Pacific Time on Thursday, April 2, 2020. This position is open until filled.

About Human Impact Partners

Human Impact Partners (HIP) is a national public health organization that brings the power of public health to campaigns and movements for a just society. We are committed to centering equity in public health practice and to building collective power for change with social justice movements.

HIP uses advocacy, organizing, policy-driven research, and capacity building strategies to transform public health practice and advance equitable policymaking at the local, state, and federal level. We focus on key determinants that affect health: community safety and immigration (through our Health Instead of Punishment Program), economic security, and housing, land use, and transportation.

We are a growing nonprofit with 12 staff, and we are looking to build a diverse team. For more details about HIP and our approach, visit: www.HumanImpact.org.

About the Position

The Communications Director will lead and manage HIP's strategic communications efforts, working closely with the rest of the HIP team to advance a structural analysis of what creates health. The ideal candidate is an exceptional writer, a politically savvy strategist, and someone with deep project management skills to pivot between projects.

Responsibilities

- Develop, manage, and implement an organizational communications strategy — including websites, social media channels, and email platforms — to advance HIP’s work and keep building HIP’s reputation and position as a national public health leader
- Build an earned media strategy and cultivate relationships with print, broadcast, and new media journalists to maximize HIP’s programmatic work
- Work closely with HIP staff and community partners to plan and implement communications activities related to advocacy efforts, organizing campaigns, and research projects. This includes:
 - Co-creating project-specific communications strategy goals and objectives
 - Writing fact sheets, press releases, media pitches, op-eds, letters to the editor, social media content, etc.
 - Leading editorial and design production process for HIP research and advocacy publication
- Lead collaborative processes with HIP staff and community partners to develop and advance strategic narratives that connect policy issues — across criminal legal systems, economic security, and the built environment — to public health, racial justice, and community power-building
- Contribute to organizational strategy and stewardship as a senior leader on HIP’s staff
- Maintain a communications style guide for staff on how to talk about HIP and our work
- Cultivate and maintain a database of copyeditors, graphic designers, illustrators, and other vendors to support production of HIP materials
- Represent HIP in conferences and convenings
- Some travel required

Qualifications

Values

- A deep commitment to racial, economic, and gender justice and HIP’s mission
- A desire to advance population health through policy and systems change
- A solid sense of humor



We don't expect anyone to bring all of these skills, but we would like to see a mix of the following:

Skills and expertise

- 3 years' experience at management level or higher in public interest communications and/or nonprofit marketing — preferably in a social justice setting / organization
- Strong writing, editing, and verbal skills, including the ability to clearly and empathetically communicate with a wide range of audiences (e.g., directly-impacted communities, policymakers, public health practitioners)
- Demonstrated ability to build consensus, negotiate, and strategically disagree within a diverse and highly collaborative work environment
- High level of self-awareness and ability to give and receive feedback well
- Demonstrated success working with partners from diverse backgrounds and life experiences
- Demonstrated experience managing competing priorities while maintaining high standards of quality and responsiveness
- Experience pitching stories to national and local print, online and broadcast media
- Experience and demonstrated success in drafting media materials, including press releases, op-eds, and/or letters to the editor
- Fluent in strategic digital communications/digital organizing, including the use of Facebook, Twitter, and other social media platforms and digital tools
- Lived experience belonging to communities most impacted by structural inequity
- Actively follows current events and keeps up-to-date with the national discourse on public policymaking and the role of government to advance racial justice; experience working on the issues of community safety, immigration, economic justice, etc. a plus
- Proven track record adapting to technological change and innovation
- Pro-Oxford comma

Wishlist for additional qualifications

- Experience facilitating and working within broad and diverse coalitions
- Experience with Google Analytics, Action Network, Wordpress
- Written and verbal Spanish proficiency
- Experience with user-centered website and digital product design
- Experience with individual donor fundraising
- Video and photo editing
- Graphic design



How to Apply

Please submit the following to CommunicationsDirector2020@humanimpact.org by 4:00 p.m. on Thursday, April 2, 2020:

- A cover letter
- A resume
- Contact information for 3 references (we'll notify applicants before contacting references)
- 2 to 4 writing samples (4-page maximum length per writing sample; preferably the samples are a mix of writing styles, e.g., blog post, op-ed, fact sheet, talking points, etc.)

This position was first posted on March 12, 2020. Applications we receive by the deadline of 4:00 p.m. on Thursday, April 2, 2020 will have priority in our review process. This position is open until filled. We aim to have the Communications Director begin on May 15, 2020 (start date is flexible).

Equal Opportunity Employment

Human Impact Partners is an Equal Opportunity Employer. We strongly encourage people with lived experiences related to the issues we work on (such as the criminal legal system, economic security, immigration), people of color, people with disabilities, and LGBTQ+ folks to seek employment or board opportunities with us. We do not conduct criminal background checks on candidates.