JOB ANNOUNCEMENT: Communications Manager
2/18/2022

About the Colorado Consumer Health Initiative:
The Colorado Consumer Health Initiative (CCHI) is a nonprofit, non-partisan, membership-based organization working to advance the consumer voice to improve access to health care for all Coloradans by working statewide for progress toward equity, affordability, and quality. CCHI is actively working to break down barriers in accessing health care through innovating in public policy, building inclusive coalitions and partnerships, and engaging community members in our work. We work through a three-pronged approach that advocates for policy change. Our policy, strategic engagement, and consumer assistance teams work together to find relief for Coloradans whose access to health care and financial security are compromised by affordability, poor benefits, and unfair business practices of the healthcare Industry.

Location: Denver, Colorado
While CCHI works to represent Coloradans across the state, our offices are located in Denver due to the proximity of the state Capitol. This position requires regular travel to meetings with partners, legislators, government agencies, and other stakeholders in and around the Denver-Metro area. On occasion, some statewide and interstate travel may be required.

About the position:
Under the supervision of the Deputy Director, the Communications Manager plays a key leadership role in communications and strategic engagement at CCHI, aimed at breaking down barriers to accessing high-quality and affordable health care. This includes social media, email, action alerts, events, CCHI’s website, graphic creation, earned media, strategic messaging and data management. The Communications Manager will ensure CCHI communicates consistently on policy priorities including prescription drug affordability, health equity and racial justice, affordability of insurance coverage, ways to reduce health care costs, and consumer protections in health care. The Communications Manager will also support member and consumer engagement through coalition management and pursuing new opportunities to engage in grassroots efforts as well as support CCHI’s events and fundraising initiatives. The Communications Manager will work closely in coordination with the entire CCHI team, and is part of the communications team along with the Deputy Director, CCHI’s media consultant, and any fellows/interns that may be working with the team. The Communications Manager position is a full-time position. However, like all positions at CCHI, the Communications Manager is dependent on continued availability of grant funding.

Primary Responsibilities:
The Communications Manager is responsible for leading strategic and creative communication campaigns that advance organizational goals, the management of regular CCHI communications channels, and ensuring CCHI is communicating about policy issues, engagement, and fundraising opportunities in a timely, accessible, and empowering manner. This position will also manage CCHI’s membership and support coalition building activities. Additionally, the Communications Manager is responsible for:
• With guidance from the Deputy Director, to develop narratives, message framing, and provide various online engagement opportunities for grassroots individuals that help advance policy goals.
• Develop and implement strategic communications plans (crisis communications, narrative/paradigm change, bilingual comms, etc.)
• Develop and implement an organization-wide social media and digital strategy, including a content calendar and content creation/publishing procedures
• Develop and implement an organization-wide brand guide, ensuring all staff are comfortable using the “CCHI Voice” and communicating to diverse audiences in an accessible, respectful, and intentional way.
• Coordinate media opportunities, scheduling interviews and doing outreach to place stories, sometimes doing interviews as a spokesperson for the organization
• Manage social media channels on a daily basis and post relevant/current content
• Manage Salsa Engage/CRM database and email correspondence with CCHI’s list of supporters/subscribers, including email newsletters, event emails, action alerts, and creating the corresponding Salsa event/action forms
• Help manage website content and updates, and provide support to other staff making targeted updates as needed
  ○ Ensure basic SEO setup for most content pages
• Manage CCHI’s individual and organizational membership, and conduct outreach to expand and diversify CCHI’s membership
• Support new opportunities to engage members and the grassroots and cultivate new advocacy leaders.
• Provide graphic design and content creation as needed
• Support CCHI’s fundraising and events, communications, sign ups and logistics at the event, auction items, set up, clean up and entering donations in Salsa

About you:
The ideal candidate is self-directed, curious, organized, shares CCHI’s core values and is a team player. The CCHI communication manager should be comfortable in a fast-paced environment where tasks, priorities, and deadlines can change quickly. The candidate will have a passion for learning, understanding, and exploring new ideas. He or she will not be afraid to ask questions, speak up, and be an active and engaged member of our team. The ideal candidate will also be committed to social justice and being a voice for equity in our work.

Competencies and Qualifications:
CCHI understands that there are many ways to acquire experience, therefore we welcome candidates from diverse and nontraditional backgrounds, who have demonstrated equivalent transferable skills to carry out the responsibilities of this position.

• At least 2 years experience in managing organizational communications, including digital, social, emails, and earned media
• Understanding of health care policy, social determinants of health, racial equity and health justice, and barriers to health equity, including in the legislative, budget, and regulatory environments
• Strong project and time management skills
• Excellent communication skills, with the ability to communicate with people from diverse backgrounds
- Self-starter, with the ability to structure your day and priorities to meet deadlines under minimal supervision
- Can thrive in an environment where the path forward isn’t always clear
- Values open, honest, timely, and constructive communication with fellow team members
- Willingness to in a team environment
- Able to work occasional nights and weekends
- Use of strong digital skill sets to advance communications and policy goals

**Highly preferred but not required**

- At least 2 years experience in a policy or advocacy organization, preferably with a focus on health care policy
- Experience managing others
- Familiarity with Google Adwords
- Bilingual English/Spanish
- Familiarity with platforms like:
  - Microsoft Office products like Word, Excel and PowerPoint
  - Google Docs, Google Sheets and Gmail
  - Basecamp or similar project management tools
  - Canva, InDesign, Photoshop, and Illustrator
  - Facebook, Twitter and Instagram.
  - CRM and digital engagement tools like Salsa Engage/Salsa CRM.

**Salary range and benefits:**
Salary $4,167 - $5,000 per month depending on qualifications, with an additional $208 per month for Spanish language fluency. The position is full time with employee benefits including: 90% paid health, 100% paid vision, dental, life and disability insurance coverage for employee, as well as 80% paid benefit for partners, and dependents; a retirement savings plan with 3% employer match; generous paid leave policies including ability to accrue 3 weeks of paid vacation and 2 weeks of sick time; holiday pay including 2 floating holidays and 2 paid personal days, $50/month cell phone stipend, and RTD Eco Pass.

**Other Considerations:**
**Physical Requirements**
Physical expectations for this position include operating a computer, in-person and or remote conversations with organizational partners and members of the community, and spending time in person, on the phone and/or video calls for internal and external meetings, training and communication. This position may also require working some nights and weekends as well as traveling for conferences, presentations, outreach events and meetings.

**Work Environment**
CCHI’s office is a collaborative, shared workspace environment with other nonprofit advocacy organizations. CCHI may have required work days in the office, and other in person meetings and events. CCHI offers some flexible work from home schedules based on the position and required tasks.

Interviews will be held virtually via Zoom or in person depending on the comfort level of the applicant.
The Colorado Consumer Health Initiative is strongly committed to building a work environment that recognizes, respects, and encourages the unique contributions of a broad spectrum of qualified employees. We strive to make employment decisions that support inclusion and to maintain a work atmosphere that is equitable and promotes work-life practices that allow people of diverse backgrounds and lifestyles to grow personally and professionally.

CCHI is an equal employment opportunity employer. CCHI does not discriminate against employees or job applicants on the basis of race, color, religion, creed, national origin, ancestry, sex, pregnancy, age, gender, gender identity, gender expression, ancestry, marital status, sexual orientation (incl. transgender status), physical or mental disability, military status, genetic information, marriage to a coworker and retaliation for engaging in protected activity (opposing a discriminatory practice or participating in an employment discrimination proceeding or any other status or condition protected by applicable federal, state or local law.

To apply, send a cover letter and resume to commsmgr@cohealthinitiative.org. This position will remain open until filled. The hiring process for this position will consist of two interviews and a short project presentation for applicants in the 2nd interview. For further information about CCHI, please visit our website at www.cohealthinitiative.org.