



Position Title: Director of Communications

Position Information/Duration: Full-Time, 12-Month

Travel: Local Only

Salary Range: \$70,000 - \$80,000

Location: Washington, D.C. (Telework with monthly in-person team meetings.)

Reports To: Deputy Executive Director

About the Institute for Medicaid Innovation

Join an organization that is passionate about improving the lives of Medicaid enrollees, their families, and communities through the development, implementation, and diffusion of innovative solutions. The Institute for Medicaid Innovation (IMI) is a national 501(c)3 nonprofit, nonpartisan research and policy organization that provides independent information and analysis to inform Medicaid policy and improve the health of the nation. The work of IMI is informed, guided, and supported by an exceptional group of national experts representing academic and non-academic research institutions, advocacy and community organizations, clinician groups, Medicaid managed care organizations, state, and federal policymakers, and, most importantly, individuals, families, and communities. IMI recently re-established its [strategic priorities](#) which provide both guardrail and launch pad for IMI's work.

IMI acknowledges that it is not feasible for us to live up to our mission without acknowledging the need for creating an equitable and inclusive work environment. For more information about IMI, please visit our [website](#).

About the Role

IMI seeks its first-ever Director of Communications. Reporting to and working closely with the Deputy Executive Director (DED), the Director of Communications will be the lead strategist and project manager of IMI's internal and external communication strategy and brand positioning plan. The ideal candidate will have strong leadership capabilities that is informed by previous experience working in at least one mission-drive, national nonprofit organization, preferably in environments of varying sizes, to understand the potential scope of work for their role at IMI.

The Director of Communications is both a strategic and tactical position and is responsible for developing, executing, and analyzing IMI's business-critical, business-as-usual, and the annual communications plan. This role is tasked with shaping and managing the external and internal image of IMI. The ideal candidate has a clear grasp of all core components of communications and marketing, with particularly strong experience in writing, branding, messaging, website, social media, producing electronic and print collateral, storytelling, and project management. The ideal candidate will bring a passion for IMI's mission paired with a high level of expertise and strategic thinking to lead the organization towards greater visibility and impact.

The Director of Communications can expect his/her/their work to include:

Leadership and Communications Strategy:

- Contribute positively to organizational culture and reflect IMI's values
- Work with the IMI senior leadership team to develop and execute its annual communications calendar, content plan, and design and approval process that covers all social media, online and offline communications

- Actively engage with IMI's staff, Board of Directors, Advisory Board, Committees, and community to truly understand IMI's mission and vision and to gather stories for marketing and development communications
- Develop strong and consistent branding and messaging for IMI
- Collaborate with team members to develop creative and mission-centric messaging that articulates IMI's case for support and unique voice and position within the Medicaid community

Organize and Execute External Organizational Communications

- Manage creation, development, distribution, and maintenance of all electronic and print collateral including, but not limited to, newsletters, annual reports, IMI's website, and social media accounts.
- Deftly draft communications targeted to the diverse audiences in IMI's community
- Lead strategies and tactics for utilizing social media (Facebook, Instagram, Twitter, YouTube, etc.) for both marketing and development purposes
- Utilize Google Analytics, paid advertising, web marketing (SEO and SEM) and digital strategy to expand virtual reach
- Manage development of compelling digital content (video, graphics, etc.) and create branded visuals
- Serve as lead staff for ED's speaking engagements including maintaining and updating an engagement calendar, coordinating fees and schedules, and creating template materials
- Design and track engagement metrics to determine the success of IMI's marketing efforts
- Represent IMI to outside vendors as it relates to marketing and communication

About You

To be maximally successful in this role, you need to be:

- A dynamic and poised professional who will represent IMI's work with enthusiasm and authenticity
- A strong writer with experience creating compelling content
- A natural people person with a genuine desire to tell the stories behind IMI's diverse community
- A translator of research findings into actionable information to a variety of audiences including policymakers and community advocates
- A practiced public speaker who can think on your feet
- A stickler for details and quality
- A creative thinker who can conceptualize, test, and revise out-of-the-box ideas and solutions
- A strong self-motivator
- Committed to understanding the needs of IMI's priority populations within the context of health care. Knowledge of or experience with Medicaid is a plus.

You need to have:

- A Bachelor's degree and at least six (6) years of communications and marketing experience
- Demonstrable experience and success as a communications generalist, with hands-on practice at branding, messaging, website, social media, producing print and electronic collateral (including newsletters, brochures, annual report, e-newsletters, direct mail, etc.), and storytelling
- Excellent verbal and written communication skills
- Extensive experience working with online platforms
- A documented history of successfully driving projects to completion
- A demonstrated ability to understand and articulate complex issues



- A “teamwork” mindset and the ability to work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness
- Enthusiasm to propose fresh ideas without prompting by leadership, openness to feedback on those ideas, and a persistence to bring those ideas to life
- A clear passion for health equity and innovation

The Perks of Working at IMI

- Work-life balance design (i.e., flexible work schedule and telework)
- Breast/chest-feeding and child friendly workplace
- Ability to live/work in extended D.C. area (i.e., Delaware, Maryland, Pennsylvania, and Virginia).
- Generous 19 paid holidays that reflect the equitable, diverse, and inclusive culture (i.e., Juneteenth, Yom Kippur, Eid, Diwali)
- Company-sponsored team outings and volunteer opportunities

Application Procedures

To apply, e-mail a cover letter, resume, and a writing sample representative of your original communications work to hire@threadstrategies.com with **IMI Director of Communications** in the subject line.

Deadline

November 30, 2021

The Institute for Medicaid Innovation is a 501(c)3 entity dedicated to generating and disseminating evidence that demonstrates the impact of Medicaid managed care on access to quality care for vulnerable populations in the U.S. The Institute moves beyond the current healthcare delivery system focused on the measurement of quality outcomes by understanding how core community services address social issues and inequalities that builds a culture of health to improve care and outcomes. We provide innovative solutions that address important clinical, research, and policy issues in Medicaid through multi-stakeholder engagement, research, data analysis, education, quality improvement initiatives, and dissemination/implementation activities. The Institute has taken on the ambitious agenda to identify what works well in Medicaid and to also identify areas that need improvement. Through the work of the Institute, it is our goal to inform and enhance the Medicaid program.

IMI is an equal opportunity employer. As an anti-racist and gender inclusive organization, all qualified applicants will receive consideration for employment without regard to age, race, ethnicity, sex, gender, religion, political affiliation, marital status, or disability.