

Systems Integration Project Opportunity Communications Lead

Summary (Exempt)

The Monroe County Systems Integration Project (SIP) is a community-driven initiative that began in 2017 and is focused on the transformation of the service delivery system that extends across Monroe County's health, human services, education, and public sectors. SIP's deliverables include a person-centered, service delivery model supported by an integrated Data Ecosystem and a system-wide measurement model that drives shared accountability for the improved health and well-being of Monroe County residents. The benefits that will be realized when SIP's work is complete include: Individuals and families will be more empowered to advocate for their health and well-being.

- Information will be shared thoughtfully and confidentially so care teams can better respond to an individual's needs more holistically.
- Community trends will be better identified to shape programs and responses that best fit our community's unique needs.
- Services and programs will be more aligned and coordinated across all aspects of our community.
- Investments in our community will be better spent allowing more individuals and organizations in our community to thrive.

SIP is seeking a Communications Lead who will be responsible for developing and implementing SIP's Marketing and Communications Program, including creating, managing, and delivering content that builds credibility, trust and buy-in for SIP deliverables.

A successful candidate will have a passion for the Rochester and Finger Lakes community, as we work to improve the health and the economic well-being of individuals and families in Monroe County and beyond, especially those who are vulnerable and/or impacted by poverty. Further, a successful candidate will be:

- A strong writer- exhibiting impeccable writing abilities that exude a strong point of view and require minimal editing;
- A storyteller- creating engaging copy that communicates technical concepts in clear and accessible language to a variety of audiences in effective ways, making broad use of multiple platforms and tools;
- A brand champion- helping both staff and project stakeholders internalize our brand's voice to find novel and effective ways to express it to different audiences;
- A marketer- amplifying big and small wins across the most effective outlets with engaging content and collateral.

This is a grant-funded position. Employment is through the fiscal agent, United Way of Greater Rochester and the Finger Lakes.

Essential Functions

The Communications Lead reports to the SIP Assistant Director.

Lead SIP's Marketing and Communications Program

- Lead the execution of SIP's Marketing and Communications Program from start to finish, leveraging internal support and driving collaboration
- Ensure the Marketing and Communications Program is aligned with the day-to-day work of the SIP Office
- Create clear roles, responsibilities, and rules of engagement between SIP workstream leads and the Communications function
- Monitor and evolve the Marketing and Communications Program throughout the life of the project.

Maintain the SIP Communication Plan and Associated Deliverables

1. Raise awareness and understanding of SIP and SIP deliverables by developing targeted and tailored messaging that is clear, timely, and relevant to key audiences:
 - Analyze customer insights and trends to develop a communications strategy for each target audience
 - Leverage a range of easily accessible communication methods (digital and physical) to implement each strategy, including but not limited to:
 - Develop print and media materials
 - Update and maintain SIP website
 - Establish a consistent social media presence
 - Ensure each audience receives high-value communications no less than once per month
2. Provide tactical support to the SIP Engagement Team, so that communication with providers and community members reinforces the project's purpose and long-term goals
 - Develop and adopt clear roles, responsibilities, and processes for working with the Marketing and Communications program
 - Allow Community Engagement to inform traditional communications planning
 - Generate creative tension by harnessing and leveraging the experiences of providers and community members to tell the SIP story
3. Formalize the project communication framework (messages, methods, audiences) so that SIP staff and stakeholders can effectively participate in project communications both as senders and receivers of information
4. Implement strategies to solicit and respond to feedback from all project participants

Maintain SIP Culture

- Ensure SIP activities and actions reflect SIP cultural priorities: Be Transparent, Be Accountable, Be Community Focused, Be Agile, and Be Respectful and Listen.

Perform Other Duties as Assigned

Competencies and Skills

- Proven track record as a marketing-communications professional
- Ability to impart and transform highly technical information into visuals for easy understanding
- Laser focused on customer/client experiences
- Excellent interpersonal and presentation skills
- Excellent organizational, written and communication skills
- A self-starter with a hands-on, 'make it' mindset and a 'no task is too small' attitude
- Proactive, inquisitive, positive, and collaborative
- Attentive to details
- Project management skills
- Flexible, adapt to change easily

Supervisory Responsibility

This position does not have supervisory responsibility.

Travel

Travel is primarily local during the business day

Education and Experience

Required Education and Experience

Bachelor's Degree in communications/marketing or related field from an accredited program with 3 years or more of relevant experience or equivalent combination of education and/or experience.

Preferred Education and Experience

At least 5 years of experience working in or supporting a community nonprofit organization, government agency or similar type of organization.

In support of the ADA, this job description lists only the responsibilities and qualifications deemed essential to the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

United Way of Greater Rochester and the Finger Lakes is an Equal Opportunity Employer. This policy prohibits discrimination on the basis of sex, race, gender, color, religion, creed, national origin, age, marital status, sexual orientation, disability, genetic predisposition, veteran status or status as a member of any other protected group or activity.

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