



ROBERT WOOD JOHNSON FOUNDATION COMMUNICATIONS OFFICER

Background and Overview

The Robert Wood Johnson Foundation located in Princeton, NJ, is the nation's largest philanthropy devoted exclusively to health and health care. For more than 35 years the Foundation has brought its experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of all Americans. The Foundation works with a dedicated group of diverse individuals and organizations to support programs that have measurable impact and create meaningful and timely change.

Communications Overview

The Communications Officers are professional staff responsible for creating, developing, implementing and managing communications for and about the Foundation's initiatives to improve the health and health care of all Americans. Their primary responsibilities include: working with program team directors, team members and executive staff to design and implement communications strategies that promote Foundation-wide and program team-specific objectives; initiating and managing contracts and other relationships with communications contractors on behalf of the Foundation and its grantees; and generating Foundation impact by creating, managing and monitoring communications-related grant deliverables, including dissemination of information about Foundation objectives and outcomes to policymakers, media and other key constituents.

Communications Officer- Coverage Team

The new Communications Officer will report directly to the Vice President, Communications with a matrix reporting relationship to the Assistant Vice President, Communications and to the Coverage Team Director. Americans' lack of meaningful access to affordable and stable health care coverage has been a central concern of the Foundation since its inception 35 years ago.

The overarching goal of the Coverage Team is to ensure that everyone in America has affordable and stable health care coverage. In pursuit of this goal, the Coverage Team support work in several areas:

- Increasing Enrollment in Coverage Programs. Ensuring coverage for all children and low-income adults is a first step toward achieving coverage for everyone.

- **Supporting Private/Public Expansions.** Increased coverage can be achieved by promoting expansions of coverage in the public and private sectors. This includes encouraging state and federal expansion efforts and encouraging employers and health plans to expand opportunities for private insurance.
- **Maintaining Opinion Leader Support for Expanded Coverage.** Because the Coverage Team believes reaching the goal of affordable and stable health care will require changes in public policy, they will work to build and sustain broad-based support for change. This includes building support among opinion makers, policy-makers, grassroots advocates, the business community and the engaged public.
- **Conducting Research and Analysis on Factors that Affect Availability of Affordable, Stable Coverage.** The Coverage Team is particularly interested in commissioning, conducting and disseminating innovative research and policy analysis that will reveal the fundamental barriers to achieving affordable and stable health care coverage for all, including the rapidly rising cost of care and the structural features of private health insurance markets. They are now focusing more specifically on states, and are supporting research and evaluation initiatives that will identify the effective coverage strategies that will inform state and federal action.

Political pundits, politicians and public opinion surveys have all predicted that there will likely be an opportunity in 2009 for the 111th Congress and the new administration to reform its health care system. The Coverage Team has been working for years to encourage this opportunity and has structured its communication for 2009 to increase the likelihood that this debate is not postponed and to increase the likelihood that the debate is a constructive one. They are also building a communications infrastructure within the Foundation's state-based grantees in an effort to both maximize the success of these programs in the short-term and to plan for the period after attention on health care reform is focused on Washington, DC.

The communications plan is organized around two main areas:

- 1) Protecting and sustaining the national dialogue to expand health insurance to all. This area covers communications about and support of its grantees working on the national level to reform America's health care system and expand coverage for more Americans.
- 2) Providing communications support to grantees working toward reform on the state level.

In an effort to build capacity and share best practices, they offer communications support to its grantees in the following ways:

- a. Coordinating and disseminating findings produced by its grantees.
- b. Providing technical assistance in communications planning, earned media, materials and Web development.
- c. Providing communications training specifically tailored to appropriate grantees (Consumer Voices for Coverage and State Coverage Initiatives already underway).

- d. Improving communications infrastructure in its grantees with longer-term communications needs such as the *Maximizing Enrollment for Kids* program which is likely to have results to disseminate in year two or three of this four-year program just getting underway.

The new Communications Officer will be challenged to meet the following broad goals and objectives:

Communications Strategy Development and Execution

- Initiates and contributes to the design, implementation, integration and oversight of communications strategies for the program team, the Foundation, and for leading grantees.
- Serves as a partner with other team members, Communications unit staff and the Vice President, Communications in identifying team-specific and Foundation-wide strategic communications objectives and managing related activities.
- Manages external strategic partners through the creation and implementation of the team's communications strategy.
- Screens and assesses prospective proposals for communications salience, works with applicants and grants administrators to refine proposals' communications plans and budgets, and develops recommendations for team, program staff, Foundation executive management and Board approval.
- Monitors funded projects and programs. Works with communications financial manager and senior grants and contract administrators in developing, and assessing budget and financial status of communications programs.
- Helps guide, with Team Leader and Research and Evaluation staff, the development and monitoring of team's performance indicators, particularly communications indicators.
- Screens and assesses prospective communications proposals, works with applicants/vendors to refine plans and project budgets, drafts communications précis, and develops recommendations for program teams and/or senior communications staff, Foundation management and Board approval.
- Provides communications support to members of senior management in preparation for public appearances; recommends and prepares support materials for meetings and media outreach opportunities.

Learning, Dissemination, and Audience Identification and Development

- Implements and manages a team-centered communications model that fosters team and Foundation-wide impact.
- Collaborates with Team Director, team members and other senior foundation staff, particularly Research and Evaluation staff and the Foundation's Editorial Board, to develop plans for and disseminate team-based products that demonstrate team and Foundation-wide impact, including content to be featured on rwjf.org.
- Works with staff and consultants to assess, evaluate and disseminate results of programs, projects, and team strategic objectives. Helps team develop measures of communications impact for major programs and activities.

Professional Qualifications and Personal Attributes

The ideal candidate for the position should embody the following desirable professional experience and personal attributes

- Completion of an advanced degree (e.g. MA, MPH, MJ, JD, MBA) and 5 years of relevant experience and leadership potential in the area of health policy or a related field. A combination of education and experience may be substituted for the education requirements.
- Demonstrated experience working in the field of political communications at the national and state level, advocacy and issues campaigns and possessing exposure to the social networking and other Web 2.0 media strategies;
- Experience handling multiple priorities effectively; must be adept at organizing time efficiently; high tolerance for ambiguity; ability to understand and work effectively with team leaders and other staff in the Foundation's organizational structure.
- Strong written and verbal communication skills essential; ability to synthesize material and focus quickly on the essence of an issue; to identify major opportunities for communications and program success; and to create and represent a bold vision.
- Strong presentation skills.
- Experience with complex project and process management including strategic and operational issues.
- Experience developing, forecasting and managing multi-year budgets.
- Personally motivated to support the Foundation's mission and goals;
- Creative, flexible; able to work independently and in teams to think imaginatively about opportunities; to relate and respond to novel and innovative approaches to addressing an issue; to inspire others to work towards achieving team goals.

- Demonstrated strong interpersonal skills; collegial, energetic, able to develop productive relationships with colleagues, grantees, consultants, external funders, and others who contribute to program development and management.
- Ability to travel – including for site visits and representing the Foundation at outside meetings.

Compensation

Compensation for the Communications Officer includes a competitive base salary, and an excellent package of health, pension and other benefits.

To Apply

Interested candidates should send their resume via e-mail to:
Daniel Sherman
President
Explore Company Executive Search
Washington, DC
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