Position Specification

Robert Wood Johnson Foundation
Vice President, Communications

2019
POSITION SPECIFICATION

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<tr>
<th>Position</th>
<th>Vice President, Communications</th>
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<tr>
<td>Organization</td>
<td>Robert Wood Johnson Foundation</td>
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<tr>
<td>Location</td>
<td>Princeton, NJ</td>
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<td>Reporting Relationship</td>
<td>The Vice President, Communications reports to Executive Vice President Julie Morita for most functions. For risk communications, the Vice President, Communications reports directly to President &amp; CEO Rich Besser.</td>
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<tr>
<td>Website</td>
<td><a href="http://www.rwjf.org">www.rwjf.org</a></td>
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ORGANIZATION BACKGROUND

The Robert Wood Johnson Foundation (RWJF) is the nation’s largest philanthropy dedicated solely to health. For nearly 50 years, the Foundation has worked to address the most pressing health issues facing America. Robert Wood "General" Johnson’s sense of personal responsibility toward society was expressed in the disposition of his own fortune. He left virtually all of it to the Foundation, creating one of the world’s largest private philanthropies. With assets over $11 billion, the Foundation currently grants over $500 million annually, working with its team of 270 dedicated professionals and wide-ranging partners. Since beginning as a small community foundation, the Foundation has had the opportunity to help shape key efforts to improve the nation’s health and health care – from the development of the 911 emergency call system and the improvement of care at the end of life to playing a significant role in the movement to reduce the use of tobacco and working to ensure everyone who is eligible has health care coverage. RWJF has committed itself to a vision of working alongside others to build a Culture of Health where everyone has a fair and just opportunity for health and well-being.

Since 1972, RWJF has worked to help people, their families, and communities be as healthy as possible. This is done by providing funding, assistance, and research for projects and programs targeting some of the most pressing health issues in our nation. The Foundation’s goal is to help families and communities find ways to make the healthy choice the easy choice and keep well-being front and center for generations to come. Building a Culture of Health takes unprecedented collaboration – everyone has a role to play. No individual, organization, or government program can alter the course of America’s health alone. We must all work together. It demands recognition that health is greatly influenced by complex social factors – education, neighborhoods, transportation, income, and faith – in addition to health care.

FOCUS AREAS

RWJF is working to help achieve health equity and expand opportunity to pursue the best health possible, through investments in four broad areas:

- Health Systems
- Healthy Communities
- Healthy Children and Families
• Leadership for Better Health

Health Systems
As a nation, efforts to improve health have centered largely on health care. Working with hospitals, health departments, insurers, social service agencies and community groups, RWJF is connecting the health care systems to other key systems around a shared goal of better health for all.

Healthy Communities
While each community is different, the healthiest ones all share certain elements. Across the nation, RWJF supports initiatives which are helping to change local conditions that allow communities and their residents to reach their greatest health potential.

Healthy Children and Families
RWJF supports research that is helping to expand the understanding of what shapes health, and programs to help enable all children to attain their optimal physical, social and emotional well-being, including growing up at a healthy weight.

Leadership for Better Health
Addressing the nation’s health challenges and creating healthier communities requires strong leadership and collaboration across multiple sectors and fields. RWJF is helping to develop and connect a diverse array of leaders with a common desire to work together to build a national Culture of Health.

Thinking Big, Acting Together
RWJF’s Culture of Health vision is starting new conversations about what is possible, a place to share ideas, triumphs, and struggles. It is sparking innovative and unconventional ways of thinking and bringing unexpected partners together to build a healthier future that benefits everyone, now and for generations to come.

Diversity, inclusion, and collaboration are fundamental principles at the Robert Wood Johnson Foundation. The staff’s wide range of experiences, passions, and perspectives enriches the work and strengthens the ability to address the nation’s most pressing health issues. The Foundation offers a collaborative, collegial, and creative work environment. With a career at the Robert Wood Johnson Foundation you will make a difference.

KEY RESPONSIBILITIES
The Vice President, Communications is a critical senior leadership position that has primary responsibility for advancing the Foundation’s vision and brand by developing and implementing a high-impact communications strategy that will support mindset changes and drive policy that address healthy equity and the social determinants of health. As the leader of strategic communications, the Vice President, Communications will work with senior leadership and the Communications team to develop approaches that help the Foundation increasingly be seen as an influential nonpartisan, trusted voice for health and health equity, and will help elevate the trusted voices of others who are committed to building a national Culture of Health grounded in health equity.

The Vice President, Communications provides institutional vision and inspirational leadership to the Foundation’s key initiatives and functions in all forms of communications including brand,
program, executive, digital and social media, and media relations. The successful candidate will provide senior leaders across the organization advice on how to leverage communications opportunities for the Foundation, and along with the Vice President, Policy and the Senior Vice President, Program, provide guidance for how Policy, Communications, and Strategic Relationships work together to influence the changes necessary to build a Culture of Health. In support of these activities, the Vice President, Communications oversees a large budget for contracts and grants, generally between 8%-10% of our annual programmatic expenditures.

**Strategic Communications**

- Advance the Foundation's reputation, stature and capacity for national leadership through all forms of communications.

- Develop, implement and maintain a high-impact strategic communications plan that builds brand equity and positions the Foundation and its grantees as trusted nonpartisan voices for health and health equity with key audiences.

- Lead messaging efforts that ensure consistent and compelling stories of the Foundation’s work, the work of its grantees and partners, and the impact these collective efforts have in shifting the national conversation about health and well-being.

- Implement strategies that employ cutting-edge technology, innovative thinking and communications best practices.

- Evaluate the effectiveness and influence of the Foundation’s communications activities and implement ongoing quality improvement measures.

**Executive and Internal Communications**

- Serve as the primary public relations and communications advisor to the CEO, Executive Vice President, senior leaders, and staff.

- Deepen organizational and Board of Trustees understanding of the power and value of strategic communications to driving social change.

- Provide crisis/risk management strategic counsel and advice, as needed.

- Serve as spokesperson for the Foundation, as appropriate.

- Provide leadership to the field for continually learning, exploring, and sharing.

**Program Development, Management, and Monitoring**

- Identify and engage on potential areas of collaboration within Foundation Program, Policy, and Research-Evaluation-Learning units, including opportunities for collaboration with external organizations.

- Work with senior Foundation staff in all phases of institutional and Program development to incorporate strategic program communications, and help selected grantees build their capabilities for employing strategic communications in their research, training, convening
and services.

- Develop Board materials, concept papers and other background materials, as needed.

Resource Leadership and Management

- Lead, manage and inspire an approximately 30-person communications department; encourage staff professional development and ensure optimal organizational design.
- Encourage innovation and ongoing adaptation to evolving communications tools, platforms and theories of change.
- Oversee budget for communications activities bringing good stewardship to our spending and a commitment to diversity in the contracting process.
- Serve as a key member of the senior management team.

PROFESSIONAL EXPERIENCE/QUALIFICATIONS

The successful candidate will have a minimum of 10 years of experience in communications related to health plus a minimum of 10 years of experience with increasing responsibility in a complex management and leadership role with direct people and performance management experience.

In addition, the Vice President, Communications will have:

- Strong skills as writer, editor, and speaker.
- Experience in engaging creatively with old media and new media. Deep understanding of the changing media landscape and audience segmentation.
- Demonstrated commitment to equity, diversity and inclusion personally and in previous leadership positions.
- Ability in creative problem solving.
- Capacity for collaborative and collegial interaction.
- Capacity for independent initiative.
- Experience being an effective internal change agent.
- Demonstrated facility with inter-organizational process and tolerance for ambiguity.
- Appreciation of the role of philanthropy in effecting social change.
- Passionate commitment to supporting and advancing the Foundation’s mission and to the Foundation’s Guiding Principles.
• Superior strategic vision and skills.

• Exceptional project and people management skills; able to think and act independently and manage multiple priorities and projects in a decentralized, matrixed organization.

• Maturity and seasoned judgment; ability to make decisions, justify recommendations, and be responsive and clear.

• Excellent interpersonal skills; collegial, energetic, able to develop productive relationships with colleagues, grantees, consultants, and others who contribute to the effective and efficient functioning of the unit and its multiple programs and initiatives.

• Commitment to quality improvement in communications and administrative processes.

• Ability to travel, as needed.

EDUCATION
A Bachelor’s degree is required. A master’s degree in a relevant field would be preferred.

COMPENSATION
A competitive compensation package will be provided to attract outstanding candidates.

KORN FERRY CONTACTS

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