

Overview

Trailhead Institute is a public health institute whose mission is to advance innovation and collaboration in public and environmental health. With this in mind, the Communications Coordinator will work with the Trailhead team to further the organization's mission, to build a regenerative organization that actively works to reverse historical inequities within public health and within our organization, and to operate in accordance to our organizational drivers of collaboration, capacity and justice. Furthermore, this position will ensure that a focus on inclusivity, diversity, and equity is incorporated throughout all components of this work.

The Communications Coordinator will work remotely and support and create powerful messaging, on multiple platforms and to diverse constituents, that reflects the work of Trailhead's mission overall as well as the specific programs within Trailhead such as the Youth Sexual Health Program, Regional Health Connector Program, Public Health Career and Education Pathways Program and the Administrative Partnerships Program. The Communications Coordinator will report to the Director of People and Strategic Initiatives and will work in collaboration with internal and external teams and partners.

Responsibilities:

- Coordinate content, contributions and delivery of Trailhead's newsletter
- Work with staff to develop cohesive messaging about Trailhead's work
- Write press releases and other communication materials
- Coordinate reputation, consistent voice for Trailhead as a public health institute
- Maintain Trailhead's website
- Assess and identify Trailhead's social media presence
- Review Trailhead's Style Guide and "voice" including recommend updates
- Support grant-writing efforts
- Coordinate other messaging and marketing materials related to Trailhead overall
- Develop program specific messaging and materials that are aligned with the voice and messaging of Trailhead
- Develop compelling, resonant communications and messaging between Trailhead and partners
- Regularly determine communication needs across the organization
- Monitor trends (articles, media, blog posts, etc.) in communicating about public health, environmental health, racism and equity
- Exercise independent judgment and discretion about Trailhead's communications plan
- Support Trailhead's strategic plan, executing the timeline and strategies related to assigned duties

Job Requirements and Qualifications

- Minimum 3 years professional experience in communications, writing, promotions or related field
- Experience with a variety of communications and social media platforms
- Experience working with nonprofits, communities and/or public health preferred

Skills

- Excellent communication skills, both written and verbal
- Demonstrated experience using and developing messaging that is clear, cohesive, actionable, visually compelling and easy to understand
- Ability to troubleshoot, take initiative, be forward thinking in Trailhead's communication needs
- Proficiency in Microsoft Office, Word Press, Mail Chimp, Linked In, Zoom and Adobe Acrobat/Creative Suite, as well as the aptitude to learn new computer applications as needed
- Ability to adapt messaging to meet the needs of a variety of internal and external stakeholders
- Keen analytic, organization and problem solving/decision-making skills
- Demonstrated work history of coordinating and completing tasks independently and on time
- Excellent interpersonal and conflict resolution skills, able to resolve issues directly as they arise through the practice of ethical communication
- Bilingual Spanish preferred

Key Characteristics

- Ability to focus, engage and thrive in a remote work environment
- A successful track record in setting and managing multiple priorities
- An entrepreneurial spirit, nimble and responsive in a dynamic, fast-paced environment
- Open to new ideas and willing to step outside of one's comfort zone, fail, learn from mistakes, and maintain a continuous improvement mentality
- A team player
- Responds well and flexibly to change and stressful situations
- Commitment to the mission, vision, values, drivers and strategic direction of Trailhead Institute and desire to promote this work in a professional and ethical manner

This is a full-time exempt **remote** position, with office facilities available in Denver, Colorado. This is a LIMITED SERVICE position. The funding for this position is provided by limited-term funding and is dependent on that funding being maintained. Once the funding ends, the position will be discontinued, and there is no guarantee for additional employment with Trailhead Institute. Full-time employment is anticipated through 5/31/21. Hiring salary range for this position is \$45,000-55,000 annually, commensurate with skills and experience. Trailhead offers a generous benefits package including health, dental, vision, life, short-term and long-term disability, PTO, sick leave, and a 401k with employer match. Flexible schedules and employee wellness are also prioritized.



Job Announcement
Communications Coordinator
Fall 2020

Applications will be accepted until the position is filled, but full consideration will be given to complete applications received by October 14, 2020. Those who do not apply by the deadline may not be considered. Review of applications will begin immediately.

Only electronic submissions are accepted. Please submit a resume, cover letter and three professional references to Hiring Team: Hiring@Trailhead.Institute. No phone calls, please.

Trailhead Institute is dedicated to providing equal employment opportunities to all individuals based on job-related qualifications and ability to perform a job, without regard to age, sex, race, color, veteran status, religion, disability, sexual orientation, gender identity, marital status or national origin. Trailhead Institute is a passionate supporter of inclusivity and welcomes applications from all communities, particularly from people of color, people within the LGBTQ+ community, immigrants or refugees, people with disabilities, and people from low- or moderate-income backgrounds.