



Who We Are:

The Northwest Healthcare Response Network (NWHRN) has a unique and vital role in disaster planning, response and recovery: We lead and coordinate a coalition of independent healthcare organizations, public health leaders and emergency response partners to ensure Western Washington communities can get needed healthcare services during emergencies and disasters. This is the heart of our mission during any kind of crisis. Our goal is that every patient gets the care they need when disasters strike.

We are a local and national leader on multi-hazard healthcare preparedness and response and multi-sector engagement. Our **expertise** centers on developing the relationships, plans and capabilities that are at the core of a coordinated emergency response. Our **approach** to disaster planning and response relies on **both art and science**. We leverage expertise, collaboration, partnerships, innovation and accountability to identify novel approaches to multisector challenges and implement solutions.

We achieve our goals through a commitment to teamwork, collaboration, individual accountability, remaining agile, a dedication to customer service and taking initiative to work through obstacles. We believe in the philosophy and ethos of "We not Me." We seek to foster and maintain a culture of mutual support, growth, and working towards the common good to realize our mission, both internally and externally.

Who You Are:

Our future Strategic Communications Officer is excited to join an organization focused on helping ensure patients get care in disasters through coordination, collaboration and readiness with our healthcare and emergency response partners. They are eager to support the team through compelling storytelling, maturing brand awareness and strategic positioning across our region to support of our mission and goals. They are a thoughtful, experienced and strategic communicator, comfortable developing content for multiple audiences. They are eager to build and implement our communications strategy while engaging our team and partners across the region in telling the story and value of our emergency preparedness and response work.

Our ideal candidate is passionate about our mission and shares our philosophy on organizational culture and approach. They have a high degree of integrity and demonstrate professionalism and personal accountability. They enjoy working with a team and partners who bring diverse backgrounds and skill sets and believe our best outcomes are achieved by working together. They are comfortable with ambiguity and being nimble in a small organization. They are conscientious and are mindful for how their actions affect others. They approach their work by seeking to understand the needs and objectives of others and taking these into account to inform how they achieve their objectives. They maintain a growth mindset and are committed to continuous improvement. They seek and provide feedback and they adapt their approach and expectations accordingly both within the team and with our partners.

Does this sound like you?

Join our skilled, mission-driven and professional team!



Job Summary:

In formal and informal ways, NWHRN is constantly communicating with partners across Western Washington. The Strategic Communications Officer will be responsible for supporting the organization in three general areas, with slightly different needs.

- 1) **Telling the NWHRN story to partner organizations and external audiences.** This work includes strategic development as well as tactical execution of the work through multiple media. This work will require making technical information more accessible for the public and different collaborator, member and funder audiences.
- 2) **Facilitating good information-sharing with partners.** This work includes developing materials and collateral to support our team in a myriad of different projects and events and ensuring brand consistency. This work requires communicating sometimes technical or nuanced information to diverse audiences in different formats.
- 3) **Serving as the Public Information Officer (PIO) daily and in an emergency response activation.** This position will serve as a spokesperson and the public information officer for the organization including as the primary contact for media inquiries. When the NWHRN activates for emergency response coordination, the Strategic Communication Officer becomes the PIO and a member of the command staff. Knowledge or experience of crisis management is strongly preferred. This position requires on-call duties and participation in emergency response coordination activities.

The Strategic Communications Officer will have an understanding of these different focus areas and their different needs for strategy, detail, explanation, and technical terminology. This role will require strong strategic skills as well as comfort engaging different audiences, while also maintaining a consistent overall story and brand. With all audiences, we seek to reinforce the value of working together and building relationships and capabilities to ensure healthcare and community resiliency.

Essential Functions:

Duties & responsibilities include, but are not limited to:

Communication Leadership: Media & Internal Management

- Develop strategy, create, implement, and oversee communications plans that promote the mission and objectives of the NWHRN and the coalition we lead.
- Lead ongoing development of value messaging for members to demonstrate the impact of our work.
- Develop and support brand standards and messaging; assess and redevelop branding and messaging as needed.
- Draft/edit/assist with speech writing and presentation development.
- Create materials and make presentations on behalf of the organization as requested.
- Research and make recommendations for new initiatives, new materials, and strategies.
- Support in-person events as needed, including event planning, developing materials, and staffing.
- Monitor, review and report on all marketing and PR activities to leadership.
- Coach and assist team to improve communication skills.

Content Creation

- Write and develop compelling, concise marketing and PR copy for a variety of outlets, including



website posts, brochures, fact sheets, and other collateral.

- Develop content on different platforms for a variety of events, such as event marketing, guidebooks, preparedness materials, presentations, website content, case studies, brochures, videos, fact sheets, ad and web content, and presentations.
- Partner with program staff to support their communication needs.
- Maintain of and develop of content for the NWHRN website.
- Develop and/or support regular communications with stakeholders, including partner-facing updates that are more technical and external-facing newsletters that are higher-level.
- Based on organizational priorities and directives, inform calendar of upcoming topics, news and milestones, and external opportunities to guide content planning.
- Seek regular opportunities for Board and Executive Director to engage with major foundations, corporate donors, and other organizations on social media and curate up-to-date lists of key accounts.
- Create and update marketing materials and documents in support of fundraising, donor stewardship, and programs.
- Coordinate the appearance of all print and electronic materials. Develop materials to educate staff on communication practices.
- Maintains NWHRN's social media presence on Twitter, Facebook, and LinkedIn.
- Collaborate with outside vendors (e.g., graphic designers, copywriters, and printers) on content creation.
- Perform communication research and monitor the progress of various communication strategies.

Organizational Spokesperson / Public Information Officer

- Field incoming media calls and prioritize them for NWHRN or partner response.
- Provide background briefings of a factual nature to reporters.
- Prepare subject matter experts within the organization for interviews.
- Write and distribute press releases.
- Develop and maintain PIO contact list of NWHRN partners.
- Provide or organize media training for staff.
- Lead coordination of training of staff or volunteers to serve as back up PIO if needed.
- Serve as NWHRN's Public Information Officer during emergency response activities.
- Maintain readiness and qualifications to act as a member of NWHRN response team in order to support healthcare when impacted by a human caused or natural disaster and/or heightened activity.

Required Skills & Abilities:

- Bachelor's degree and 5 or more years of communication and crisis management experience; commensurate relevant experience in lieu of Bachelor's degree will be considered.
- Demonstrated excellence in writing and copyediting in short and long formats.
- Ability to assimilate complex information, translate subject matter concepts, and develop content for a variety of audiences, media, and contexts.
- Demonstrated experience in business to business communications.



- Competency in digital communications, including website, photo editing, content management systems, and PowerPoint.
- Ability to work independently, set appropriate work priorities, and require minimal supervision over regular work activities.
- Ability to work well and collaborate in a team environment.
- Ability to manage multiple projects and tight deadlines.
- Ability to provide communications counsel and support for an executive or institutional leader.
- Ability to adapt tone and voice to reach intended audiences.
- Experience in creating and managing communications plans and strategies.
- Ability to create deliverables that require little to no editing.
- Commitment to NWHRN's emergency preparedness and emergency response mission.
- All members of NWHRN are expected to support response staffing and/or deployment within the state of Washington as requested.

Preferred Experience:

- Experience in healthcare, public health, and/or emergency management strongly desired.
- Experience as a public information officer strongly desired.
- Familiarity with WordPress, Twitter, LinkedIn, Facebook and Salesforce preferred.

Key Performance Indicators – Foundational Attributes to Our Success

The following are performance measures that are foundational to every role at NWHRN. They are critical to each individual role and our organizational success. They represent our values and guiding behaviors in how we do our work and achieve our mission. While these KPIs may manifest differently for each role, they are essential aspects of our culture of continuous improvement.

- Stewardship
- Teamwork
- Initiative
- Flexibility
- Accountability
- Communication
- Customer Service
- Leadership

Benefit Highlights

- 100% Medical, Dental and Vision for employee; 75% for each dependent; FSA option.
- Paid vacation, sick leave, holidays, and 2 personal days.
- Retirement plan with employer match up to 4%

Classification: Full-time, exempt, salaried position

Reports to: Executive Director

Hiring salary range: \$80,000-\$97,000



Location: Hybrid in NWHRN's Western Washington service area; some travel to in-person meetings may be required.

NWHRN supplies a work-issued laptop, cell phone and equipment to perform essential job functions.

NWHRN requires a COVID vaccination. Therefore, all employees are required to present proof of vaccination status upon hire, unless they qualify for an approved exemption.

NWHRN is an equal employment opportunity employer.

To apply:

Please send a cover letter and resume to: employment@nwhrn.org with the subject line title:

"Strategic Communications Officer position"

Application due date: Open until filled.

Questions may be answered via email.

Please send all inquiries to: employment@nwhrn.org.