**Institute for Healthcare Improvement**

**Marketing and Communications Senior Manager – Age-Friendly Health Systems**

**Contracted position through June 30, 2023**

Do you have strong passion for effective communications and improving the care of older Americans? If so, you’ll find this opportunity at IHI gratifying, challenging, and exciting. We’re looking for someone with communications expertise to amplify and sustain a groundbreaking national movement (Age-Friendly Health Systems) that’s scaling up to reach hospitals and health care practices across the country with evidence-based practices to improve the care of older Americans. You’ll work with IHI colleagues experienced in Marketing/Communications and Multimedia, care of older adults, national scale-up partner organizations, PR agencies, and health professionals at a wide range of health systems. Launched in 2017 by The John A. Hartford Foundation and the Institute for Healthcare Improvement**,** in partnership with the American Hospital Association and the Catholic Health Association of the US, the movement’s aim is to reach older adults and get 2500 hospitals and practices and 100 post-acute communities recognized as Age-Friendly Health Systems by June 30, 2023.

**Position Summary:**

This role is a contract position through June 30, 2023. The person in this role will plan and implement communications-related activities in support of the Age-Friendly Health Systems to position IHI as the place where hospitals/health systems go for resources, tools, and to join an action community that will help improve care for older adults.

IHI is proud to be an equal opportunity workplace and an affirmative action employer. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, political beliefs, gender identity or Veteran status. We also consider qualified applicants regardless of criminal histories, consistent with legal requirements. If you have a disability or special need that requires accommodation to complete our application, please let us know.

**Position Responsibilities:**

* Establish overall and quarter-by-quarter initiative communication aims to achieve aim of recognizing 2600 hospitals, practices and post-acute communities as Age-Friendly by June 30, 2023
* Develop and execute communication activities to achieve communication and movement aims, creating and editing written materials such as emails, blog posts, social media, webpages, flyers, and other content   Develop overall key messages and targeted messages for audience segments to recruit health systems into the movement
* Develop materials and content to disseminate key and targeted messages
* Review and improve existing movement resources and materials for consist message and brand
* Work with IHI’s PR firm and partner PR firms to engage the media to develop and disseminate stories that create visibility for the movement and its impact
* Regularly harvest and publicize stories from hospitals and health care practices using blogs, videos, social media, and external publications
* Enhance the movement webpages to reflect the initiative’s progress and serve as a dynamic resource for prospects
* Perform other work as assigned, including proofreading/editing, formatting e-mail messages, etc.

**Essential Position Knowledge, Skills and Abilities:**

* Experience working effectively with multiple teams
* Excellent writing and editing skills
* Experience with content development and dissemination
* Experience with Content Management Systems and website writing/editing
* Experience with Hubspot, Google Analytics, and Sprout social strongly preferred
* Strong decision-making skills
* Excellent organizational and project management skills; ability to manage multiple projects and tasks simultaneously
* Ability to work in a fast-paced, environment
* Highly energetic, motivated, and resourceful
* Strong strategic thinker and collaborator
* Knowledge of health and health care issues impacting older individuals preferred

**Position Qualifications:**

* Bachelor’s degree preferred
* Experience developing communications and marketing strategies and plans
* Experience working on all aspects of marketing and communication activities
* Experience with quality improvement, health and health care, older adults and national campaigns preferred

**About IHI**

The Institute for Healthcare Improvement (IHI) is an independent not-for-profit organization based in Boston, Massachusetts, USA. For more than 25 years, IHI has used improvement science to advance and sustain better outcomes in health and health systems across the world. IHI brings awareness of safety and quality to millions, catalyzes learning and the systematic improvement of care, develops solutions to previously intractable challenges, and mobilizes health systems, communities, regions, and nations to reduce harm and deaths. IHI collaborates with a growing community to spark bold, inventive ways to improve the health of individuals and populations. IHI generates optimism, harvests fresh ideas, and supports anyone, anywhere who wants to profoundly change health and health care for the better.