

CARESTAR Foundation Communications Director Job Description

About the CARESTAR Foundation

The CARESTAR Foundation was founded in 2017 as a result of the sale of CALSTAR (California Shock Trauma Air Rescue) an air ambulance company, and honors CALSTAR'S legacy and lifesaving work in the field of emergency and trauma transport and care. CARESTAR's mission is to improve health outcomes for all Californians, by applying a racial equity lens to fund and advocate for improvements to our emergency response system. www.carestarfoundation.org.

Our vision is that all Californians, regardless of identity or circumstance, will benefit from an emergency response system that is equitable, unified and compassionate. The lives of people touched by trauma or injury dramatically improve because they receive the appropriate care, services and supports they need to heal and prevent re-injury.

We are currently a staff of three and work virtually from our home offices. The Foundation has an endowment of approximately \$65,000,000 and releases between \$3M and \$5M in grants annually.

Position Summary

The CARESTAR Foundation seeks a dynamic, experienced Communications Director (CD) who is inspired by being a part of a movement to innovate first response and make dramatic improvements to often overlooked part of our health care landscape. The CD will lead, supervise or produce a high-quality communications strategy execution that is consistent with our emerging brand identity as a thought leader in the first response innovations world — and will do so in partnership with an external communications firm, but without any additional in-house staff. This role requires skill and experience in crafting messages and communications strategies intended to solidify strategic partnerships (non-profit, philanthropic, public sector) and advocate for policy changes in our field. This role is an 80% time, position with flexible hours reporting directly to the CEO.

Responsibilities

The Communications Director will play a leadership role, in partnership with senior staff and consultants, to shape a brand strategy and communications plan to be crafted in the Fall of this year. Thereafter, the CD will be responsible for the planning, management and execution of this strategy as well as other communications responsibilities. Specific responsibilities include;

- **Organizational leadership:** Together with the CEO, serve as a key voice and leader on achieving the organization's vision and strategic goals of communicating with the field our lessons learned from our innovations funding as well as our body of research. Support and guide the work with the external communications firm to develop our brand identity and messaging platform.
- **Brand management:** Develop and implement the strategy to increase CARESTAR's visibility with key audiences and stakeholder groups while maintaining consistency and adherence to our newly refined brand identity.
- **Media relations and media analysis:** Actively engage, cultivate and manage press relationships to ensure coverage of our research, publications, programs, special events

and convenings. Monitor and analyze coverage of first response innovations, and determine best strategic responses.

- **Public education:** Together with our strategic partners, oversee the distribution and messaging of our research projects and maintain talking points on all of our work. Identify key audiences for our work. Train staff and board as well as any key stakeholders on key messaging emanating from the work we are doing to promote first response innovations.
- **Digital strategy:** Lead CARESTAR's online work with a strategy for reaching, educating and engaging new audiences to the important work of first response innovations and policy change. Oversee the website, CRM, social media accounts, email marketing and other digital assets and campaigns.

Required Qualifications and Experience

- Five to ten years non-profit, advocacy or philanthropic communications experience, including a strong background and grasp of social media management
- Excellent verbal and written communication skills, including public speaking and presentation abilities broadly defined
- Impeccable project management and organizational skills with strong attention to detail
- A positive, enthusiastic attitude; an ability to remain flexible and resilient to change; a willingness to work with minimal day to day supervision; and ability to work effectively in a small team environment
- Demonstrated ability to take initiative and generate ideas and innovative approaches (vision, strategize and implement) with minimal guidance
- Experience working on multi-racial, multi ethnic teams, with strong ability to engage and build relationships with community members and media representatives
- A strong commitment to, and lived experience with, racial justice, equity and inclusion work

Salary and Benefits

The Communications Director position is a part-time position working remotely. The position includes a generous benefit package including comprehensive Kaiser coverage, dental and vision coverage, matched retirement savings, three weeks paid vacation and two weeks of paid holidays. The salary range is \$80,000 to \$96,000 depending on experience.

To Apply

Apply by submitting a cover letter and résumé online here. Only serious inquiries will be responded to. Writing samples and sample social media posts will be requested during the interview process.