



## Communications Specialist

### **Gracelight Community Health**

Founded in 1897 as part of the Society of El Hogar Feliz Orphanage by the Franciscan Sisters, Gracelight Community Health (formerly QueensCare Health Centers) has evolved into a leading Federally Qualified Community Health Center (FQHC) since 2003. Serving the underserved low-income communities of greater Los Angeles, we provide high-quality, comprehensive, and cost-effective healthcare across five locations: Hollywood, Echo Park, East Los Angeles, Eagle Rock, and Westlake North. Annually, our dedicated team supports nearly 25,000 community members, resulting in over 125,000 encounters, embodying our commitment to accessible, compassionate care.

As Gracelight embarks on a rebranding journey, we continue to enhance our services and accessibility, particularly through the development of a new health center in East Hollywood on Vermont. This marks an exciting chapter in our mission to meet the growing health needs of our diverse communities.

We seek passionate individuals to join our dynamic team, who are committed to innovation, excellence, and the well-being of the communities we serve. Gracelight offers a competitive salary, benefits package, and a culture that champions excellence, achievement, innovation, and compassion.

Join us in fostering a healthier Los Angeles.

### **SUMMARY:**

Under the direction of the Chief Advancement Officer (CAO), the Communication Specialist works to develop high level communications strategies and media relations that align with Gracelight Community Health's goals and objectives. The Communications Specialist is responsible for managing both internal and external communications and increasing the visibility of Gracelight Community Health (GCH) through the development and implementation of comprehensive communications and marketing programs.

## ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **Strategic Marketing**

Develop and implement integrated, high visibility communications plans for fundraising campaigns and appeals, grant programs, membership, events, donor recognition and stewardship. Manage proactive organization-wide marketing and communications calendar, ensuring timely deliverables.

- Ensure a growing digital and social media presence that deepens engagement, drives program and event attendance, and increases philanthropic support.
- Conduct relevant market research, monitor trends, analyze the impact and ROI of all marketing communications and programs, and identify appropriate cross-promotional opportunities.
- Promote efficiency using methods such as predictive communications and automation of prospect engagement.
- Work within the confines of the Marketing and Communications budget.

#### **Communications**

Serve as a Gracelight Community Health (GCH) storyteller and content producer; convey the urgency and relevancy of our work; illustrate our impact, and inspire stakeholders to action, particularly towards financial support.

- Manage media consultants, working in tandem to increase KPIs to raise awareness about and/or deepen media coverage for GCH.
- Execute production of media relations efforts including press releases, alerts, interviews, pitches, and any media events, with the support of consultants when appropriate.
- Act as media relations liaison, working with CAO to provide media and communications training and support to GCH staff when necessary.
- Establish and manage a GCH Young Professionals Group to engage, educate and empower the next generation of nonprofit leaders and volunteers.
- Write speeches and presentations for the executive leadership and other staff members as needed.
- Develop and manage all media contacts.

#### **Brand Management**

Create compelling marketing collateral (emails, brochures, website content, social media content, presentation, and companion materials (audio/visual-photos, videos, etc.) for successful campaigns and events across GCH.

- Evolve the design, branding, and style guides for GCH communications materials and tools.

- Serve as the strategic lead for GCH's website refresh including content strategy and development, site architecture, and search engine optimization.
- Other duties as necessary to ensure organizational success.

### **QUALIFICATIONS, SKILLS & ABILITIES**

- Bachelor's degree in communications or public relations, although other degrees in business or social sciences will be considered.
- Bilingual Spanish highly preferred.
- 3-5 years of professional experience in communications and marketing, preferably within a fundraising organization.
- Experience designing, managing, and executing successful communications strategies with measurable results.
- Experience coordinating some or all the following functions: email marketing, event promotion, website management and development, direct mail communications, social media marketing, media relations, and market research.
- Enthusiasm, creativity, compassion, and execution skills. Ability to create new ideas, self-direct, delegate, and implement projects with an outcome-oriented mindset.
- Creative vision: ability to ideate and produce stellar content and collateral, including through basic graphic design skills.
- Ability to execute on several diverse projects simultaneously; comfort with taking initiative and making progress amidst competing priorities.
- Strong organization and project management skills.
- Superb verbal and written communications skills.
- Comfort with or ability to quickly learn software such as Canva, Adobe Creative Cloud, Raiser's Edge CRM (E-Tapestry), etc.
- Proficient with MS Word and Excel and Adobe Acrobat, as well as Microsoft Teams, SharePoint, and OneDrive equivalents.

### **PHYSICAL, ENVIRONMENTAL, AND MENTAL REQUIREMENTS:**

The physical, environmental, and mental requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical: While performing the duties of this job, the employee is regularly required to use hands to finger, handle or feel and reach with hands and arms. The employee frequently is required to stand, walk, and sit. The employee is occasionally required to climb or balance, stoop, kneel, crouch, or sit. The employee is occasionally required to push/pull objects up to 50 lbs, and to lift/carry objects up to 25 lbs. Frequently required to perform moderately difficult

manipulative tasks such as typing, writing, etc. The employee is occasionally required to ascend and descend stairs. Specific vision abilities required by the job include close vision, color vision, and ability to adjust focus.

- Sensory: The employee is frequently required to read documents, written reports, and plans. Ability to compose routine reports and correspondence. Must be able to distinguish normal sounds with some background noise, as in answering the phone, interacting with staff, etc. Must be able to speak clearly and understand/be understood using the English language.
- Cognitive: The employee is frequently required to concentrate on moderate detail with constant interruption. Must be able to attend to a task/function for 20-45 minutes at a time. Frequently required to understand and relate to specific ideas, several at a time. Must be able to remember multiple tasks/assignments given to self and others over a period of several days. Must be able to analyze information, problems, situations, practices, or procedures. Must be able to analyze complex technical data using qualitative and quantitative sources of information to formulate logical and objective conclusions and to recognize alternatives and their implications. Must be able to carry out instructions delivered in written, oral or in other daily situations that arise and deal with problems involving several concrete variables in standardized situations.
- Environmental: Frequent exposure to varied office and mixed (health center/office) environments. Occasional exposure to toxins and poisonous substances, dust, and loud noises.