



ILLINOIS CHILDREN'S HEALTHCARE FOUNDATION (ILCHF)

Job Posting

TITLE:	Marketing & Communications Coordinator
TYPE:	Full-Time
LOCATION:	1200 Jorie Boulevard, Suite 301, Oakbrook, IL 60523
REPORTS TO:	Chief Operating Officer

**Are you passionate about the health and well-being of Illinois' children?
Do you desire to amplify stories of organizations and communities dedicated to creating
healthier children, healthier futures? Come join our dynamic philanthropic team committed
to positively impacting the lives of all children.**

WHO WE ARE

ILCHF is a dynamic, responsive, learning organization, committed to playing an active role in systems change that will enable every child in Illinois to grow up healthy. As Illinois' only private foundation focused solely on the health needs of children across the state, ILCHF is uniquely positioned to support communities and organizations committed to improving the health of their children, with a specific focus on children's oral and mental health. Prevention and early intervention strategies amplified through education, outreach, and workforce development are integral to the Foundation's work with communities. We believe a healthy child thrives in a state of physical, mental, intellectual, social, and emotional wellbeing and resiliency beyond the absence of disease or infirmity, and fully realizes and sustains their full potential across their lifespan. This is best achieved when children are valued and live within safe and nurturing environments and communities and have access to comprehensive high-quality resources.

Our mission is to cultivate, support, and promote initiatives that improve the health and wellness of children in Illinois. As a grantmaking organization, we do that through listening deeply to communities and organizations, building collaborative relationships, maintaining flexibility in our grantmaking approaches, and evaluating and sharing information to enable children to thrive.

For additional information about our organization and the organizations we serve, please visit us at www.ilchf.org.

POSITION SUMMARY

The Marketing & Communications Coordinator will bring a sincere passion for the health and well-being of Illinois' children and families, and a commitment to ensure every child in Illinois grows up healthy.

Under the supervision of the Chief Operating Officer, the Marketing and Communications Coordinator will manage all ILCHF's marketing and communications strategies designed to drive effective and engaging messages through a multimedia lens. This position will create best practices for content development and dissemination, lead internal and external communications, ensure brand and messaging alignment, and oversee ILCHF's website and social media presence. Most importantly, the Marketing and Communications Coordinator will serve to amplify the community's voice, presence, and commitment to healthier children and families.

In addition, the Marketing and Communications Coordinator will work closely with the entire ILCHF team and interact with both potential and current grantee recipients and other stakeholders including funders, research partners, ILCHF Board of Directors, etc. building and enhancing relationships that heighten the visibility of the impact made through partnerships and advances the mission of Illinois Children's Healthcare Foundation.

DUTIES AND RESPONSIBILITIES

- **Strategy Development and Brand Management**
 - **Develop** a marketing and communications plan that identifies strategic priorities, amplifies core messages, and conveys compelling content and stories through a multimedia lens.
 - **Enhance** ILCHF's brand to center grantee partners' voices across various platforms and engage diverse community audiences.
 - **Establish** procedures, guidelines, and other marketing-related processes to ensure brand and messaging alignment internally and externally.
 - **Assess and evaluate** ILCHF's marketing and communication strategies periodically to ensure delivery of results.
 - **Monitor** market trends and interpret results to inform grantmaking and marketing strategies.
 - **Develop** awareness and knowledge of inclusive language best practices and principles and implement them consistently across all communications.

- **Website & Digital Communication Strategies**
 - **Ensure** ILCHF's website aligns with the organizational priorities, brand, tone, and messaging and is updated accordingly regarding revisions, additions to Request for Proposals (RFP) descriptions, document links, images, and content reflecting RFP opportunities.
 - **Design and Manage** ILCHF's social media plan and presence increasing visibility of the vital work of ILCHF's grantee partners.
 - **Create** marketing and communication materials across various channels, including email, web, print, presentations, and social media.
 - **Gather** data from various sources such as website analytics, social media insights and customer relationship management (CRM) systems to help inform marketing and communications optimizations.

- **Public Relations**
 - **Cultivate and manage** relationships with multimedia contacts, serve as point person for media inquiries, and act on opportunities for earned media.

- **Internal & External Communications**
 - **Assist and collaborate** with graphic designer to prepare ILCHF's Annual Report & bi-monthly Newsletter summarizing key report findings and strategic implications for internal and external audiences.
 - **Provide copy editing** for both internal and external ILCHF's documents, including white papers, articles, research reports and other documents.
 - **Design** event promotional and supporting materials, such as brochures, flyers, agendas, presentations, email campaigns, website content, and social media campaigns to effectively reach target audiences.
 - **Collaborate and develop** all external communications including, not limited to, one-pagers, briefs, presentations, closed grants report, grant initiatives reports, press releases, speeches, etc.

- **Special Project – Event Coordination**
 - **Provide** support for 2 – 3 convenings being hosted by or participated in by the Foundation, including attending events to capture multimedia content for communication/media outlets.
 - **Coordinate** with the event lead or team to understand key objectives, metrics, content, and timelines. Ensure timely and successful execution of marketing and communication tactics.
 - **Capture** ILCHF's mission in action through video and photography (still images).

Other duties as assigned.

KEY SKILLS AND ABILITIES

- Commitment to the Foundation's values of trust, accountability, collaboration, community, equity, diversity, and inclusion.
- Organization, attention to detail, ability to work independently with minimum supervision.
- Ability to maintain strong, positive relationships with various stakeholders.
- Excellent verbal, written, and interpersonal skills required.
- Results oriented with superior organization and project management skills.
- Proactive, compassionate, friendly, self-directed, and reliable.
- Enthusiastic storyteller, an ability to synthesize complex ideas and repackage them for a variety of audiences.

QUALIFICATIONS

- Bachelor's degree or equivalent work experience in communications, marketing, advertising, or closely related field
- At least 3 years of marketing and communications experience, including but not limited to website administration, graphic design, public relations, and/or social media strategy.
- Experience utilizing analytics to elevate and inform communications and marketing practices.
- High level of computer literacy, including familiarity with Microsoft Office 365 and Constituent Relationship Management (CRM) databases (e.g. Constant Contact, Mailchimp).
- Proficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro) or other design software.
- Experience in managing website platforms (e.g. WordPress)

ILCHF TEAM FUNDAMENTALS

- **Be A Visible Champion of Children's Health.** Cultivate, support, and promote initiatives that improve the health and wellness of children in Illinois. Look for and seize opportunities to share with others about what we do. Live the mission.
- **Be an Excellent Team Member.** Be there for each other and be willing to step into another role or help a coworker when it's required for success. Don't let your ego or personal agenda get in the way of doing what's best for the team. Help each other to succeed.
- **Be An Active Learner.** Seek out and take advantage of every opportunity to gain more knowledge to increase your skills and expertise. This includes subject matter both in and out of work. Keep an open mind for new ideas. Be resourceful about learning and sharing best practices.
- **Embrace Diverse Perspectives.** We make better decisions and find better solutions when we consider multiple perspectives, which can be influenced by age, background, ethnicity, race, religion, sexuality, or other experiences. Be open to learning from others and challenge yourself to understand the lived experience that informs their views. Consider issues through an equity and social justice lens.
- **Keep Things Fun.** While our passion for excellence is real, remember that the world has bigger problems than the daily challenges we face in our work. Stuff happens. Keep perspective. Don't take things personally or take yourself too seriously. Laugh every day.

WHY ILCHF?

ILCHF offers a competitive salary/benefits package and the opportunity to work with a small, collaborative, and dedicated team.

- Competitive Fulltime Salary – Starting at \$75,000 and commensurate with experience.
- Excellent Health, Dental, and Vision Benefit package
- Hybrid Office setting with a requirement of 2 days per week in office (Tuesdays and Thursdays)
- 15 PTO Days to Start plus holidays
- Professional Development Opportunities
- Tuition Reimbursement
- 401(k) Plan
- An opportunity to create a healthier future for every child in Illinois.

Please note all ILCHF staff are required to be residents of the State of Illinois and all work, including remote work, is required to be done within the State of Illinois.

CONTACT INFORMATION

Please submit a cover letter and resume via email to MarCommjob@ilchf.org for consideration. ILCHF is an equal opportunity employer.