



Allegany
Franciscan
Ministries

A Member of Trinity Health

Candidate Information Packet

Director,

Communications, Connections, & Outreach


May 29, 2024

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Allegany Franciscan Ministries, Palm Harbor, FL
Position Announcement ~ May 29, 2024
Director, Communications, Connections, & Outreach

Ready to use your outreach and communications skills to collaborate with an amazing, mission-focused team? If so, join us! Allegany Franciscan Ministries is seeking a team member to plan, launch, and execute communications strategies and related activities.



The Director, Communications, Connections, and Outreach is a new leadership position at Allegany Franciscan Ministries, responsible for developing and implementing communications strategies and leading or collaborating on all community outreach functions including convening and training. They will oversee event management, strengthen Allegany's connections with communities and stakeholders, and promote effective utilization of technology across the organization.

This full-time, exempt position reports to the Vice President of Operations, and works closely with Allegany's eight-person staff team. The position is designed to be primarily remote, with an expectation to join the staff team in-person monthly, usually in Allegany's Palm Harbor office.

Allegany is a non-profit organization inspired by the [Franciscan Sisters of Allegany](#) and is a member of [Trinity Health](#). We award grants and build partnerships to achieve our vision that *"the communities we serve will become ever more just, equitable, and caring; everyone in our communities will be welcomed and have the resources to thrive"*. An understanding of the communities we serve – through professional or personal experience – is critical to this position's success.

Ideal candidates will connect deeply with Allegany's [mission, vision, and values](#). Team members at Allegany are characterized by integrity and caring, and are energized by a collaborative, shared leadership environment. A successful Director, Communications, Connections, & Outreach will have significant communications, marketing, community outreach, and event planning experience as well as a comprehensive knowledge of social media and technology tools and platforms. They will have strong interpersonal, consultative, and relationship building skills and will be nimble, resourceful, and responsible. Experience with non-profit or foundation/grant-making organizations is a plus.

The expected starting annual salary range for this position is \$90,000 to \$96,000. The position will remain open until filled.

We welcome and encourage all qualified persons to apply. Equal employment opportunities and having a diverse, welcoming, and inclusive staff team are foundational to Allegany Franciscan Ministries. Employment opportunities are based upon capabilities and qualifications without regard to status including race, color, religion, sex (including sexual orientation, gender identity, and gender expression), pregnancy, national origin, ancestry, age, physical or mental ability, marital status, genetic information, or military or veteran status, among others.

[APPLY HERE](#) through our parent company Trinity Health's application process.



TRINITY HEALTH POSITION DESCRIPTION

Job Code:	SO_T3257	Title:	Communications, Connections, & Outreach Manager (AFM: Director, Communications, Connections, & Outreach)
Date:	April 2024	Department:	Mission Health Ministry, Allegany Franciscan Ministries
FLSA:	Exempt	Reports To:	Director, AFM Operations
Grade:	13	Approved By:	President & CEO, Allegany Franciscan Ministries

POSITION PURPOSE

Together with all Allegany Franciscan Ministries colleagues, responsible for supporting and promoting the mission, vision, goals, and organizational culture of Allegany Franciscan Ministries. Drives communications, marketing, and branding strategies and their execution. Serves as public information officer. Leads and collaborates on all community outreach functions including listening, convening, and training. Oversees event management and coordination. Coordinates conference proposals and presentations. Liaises with Trinity Health communications team. Collaborates with the President & CEO and staff team on operational and strategic issues and initiatives. Presents, integrates, and articulates strategic and operational plans, priorities, and directives.

ESSENTIAL FUNCTIONS

1. Knows, understands, incorporates, and demonstrates the Trinity Health and Allegany Franciscan Ministries' Mission, Vision, and Values in behaviors, practices, and decisions.

Marketing, Communications and Public Relations

2. Creates, executes, maintains, and measures the success of a comprehensive strategic marketing, communications, and public relations program to amplify Allegany Franciscan Ministries' impact with multiple audiences and heighten visibility and awareness of Allegany's vision and programs. Oversees all creative concepts, collateral materials, and multi-media campaigns.
3. Coordinates activities with Trinity Health communications and public relations team to ensure understanding of Trinity Health communications expectations, collaborate on special campaigns, utilize available resources, and maintain and manage crisis management response.
4. Oversees internal and external communications including public relations. Leads Allegany's staff team in ongoing organizational communication. Ensures plans and expectations are clearly articulated and understood.

5. Manages Allegany's digital media presence including web and social media platforms in alignment with brand and visual identity standards. Oversees the Allegany Franciscan Ministries web site; creates and posts content, initiates and plans updates. Proactively assesses and makes recommendations for improved website navigation and content.
6. Monitors and evaluates site metrics for website and social media platforms. Increases engagement and utility for all digital and social media platforms.
7. Sets communications plan for synchronized dissemination of social media, e-newsletter and e-blasts using Constant Contact or other platforms; creates or manages creation of content, graphics and videos. Leads planning, develops and contributes content, and publishes quarterly electronic newsletter. Encourages staff team to identify and develop opportunities to promote Allegany and its partners through social media, newsletters, and other communications.
8. Serves as Allegany's chief storyteller and copywriter. Responsible for editorial direction, design, production, and distribution of all publications. Drafts event scripts, talking points, and messaging as well as presentation templates and boilerplates. Manages final revisions and approvals of CEO and presenters. Oversees creation and production of all print and digital publications including brochures, annual reports, and promotional items. Writes and edits press releases and professional copy, drafts articles, blogs, and other communications. Edits staff written materials to ensure clear messaging and consistent voice.
9. Identifies organizational need for logos, such as for new initiatives, and manages design process and utilization. Recommends timeline to refresh Allegany logo and brand.
10. Stays informed of current and future trends and innovations in the fields of marketing, communications, and public relations, as well as Allegany's priority areas including climate justice and nonprofit capacity.
11. Maintains an internal media library of photos, videos, and audio clips.

Community Connections, Events, and Convening

12. Maintains expert understanding of technology tools and platforms for communications as well as for other organizational purposes. Continually identifies and evaluates technology tools, presenting to the staff team and leadership. Develops tools and processes to support operational excellence. Effectively recommends and integrates the use of technology.
13. Coordinates contact management system, currently Constant Contact, and outreach and contact lists with staff team.
14. Manages internal and external surveys and other data-gathering practices. Creates and manages timeline to limit over-surveying and optimize responses. Effectively uses survey tools and best-practice models to achieve objective and meaningful data. Creates reports to share results with appropriate internal and external stakeholders.
15. Collaborates with staff team to plan community conversations, listening sessions, and convenings. Provides leadership in the development and implementation of Communities of Practice. Plans and manages the logistics of all in-person and virtual events, including convenings, staff and board retreats, training, community events and celebrations. Identifies and engages vendors, e.g., event planners and photographers. Creates collateral support such as signage.
16. Expands Allegany's reach statewide, identifying new avenues of communication and outreach. Supports Initiative directors in outreach to constituents in identified regions and statewide.

Organizational Leadership and Support

17. Collaborates with Allegany leadership and staff team, particularly directors of strategic initiatives, to ensure organizational alignment with mission, vision and core values.
18. Manages vendor consulting relationships related to marketing and communications, including graphic design, website design, website hosting and domain provider, copywriting, photography, and event management. Negotiates costs, clearly communicate expectations, coordinate work, and hold vendors accountable for outcomes for successful project management. Manages spending within budget, review vendor invoices for accuracy. Coordinates the work of freelance designers, copywriters, editors, and web developers as needed.
19. Prepares and presents a reasonable annual budget to achieve marketing, communication, and community outreach goals to be integrated into Allegany's annual plan (budget) and rolling forecast. Utilizes approved budget for marketing, communications, and public relations activities; monitors expenditures and ensures resources are used for the greatest impact.
20. Ensures that Allegany's Language Justice Policy is followed in all marketing and communications products as well as in events and convening activities. Ensures accessibility of website and other digital and print media. Recommends, understands and implements other policies that support diversity, equity, inclusion, and accessibility.
21. Leverages partnerships that support Allegany's campaigns, events, and activities including grant partners, elected officials, media partners, community groups, businesses, and other stakeholders.
22. Cultivates relationships and collaborates with other foundations, diverse stakeholder agencies, government entities, businesses, and local organizations to develop potential partnerships or activities to further Allegany's mission. Represents Allegany as a member of external committees and organizations.
23. Maintains a working knowledge of applicable Federal, State, and local laws and regulations, Trinity Health's Organizational Integrity Program, Standards of Conduct, as well as other policies and procedures to ensure adherence in an honest, ethical, and professional manner.

MINIMUM QUALIFICATIONS

1. Comprehensive knowledge of communications, marketing, community outreach, and event planning as normally obtained through a bachelor's degree in communications or related field, or an equivalent combination of education and experience, and minimum of five (5) to seven (7) years' experience working in a nonprofit organization, preferably a foundation environment.
2. High degree of independent judgment, discretion, and confidentiality. Ability to work independently with minimal supervision.
3. Strong interpersonal, consultative, and relationship building skills. Ability to influence results, garner support, and tactfully manage complex relationships and influences within and across the organization. Ability to read the subtle nuances of situations and react/plan accordingly. Strong diplomatic skills to work with various and diverse groups, including board members and leadership committees.
4. Strong computer skills. Advanced skills in Microsoft Office suite, spreadsheet design/utilization, technology apps and resources, and database software packages. Ability to communicate effectively with technology experts. Knowledge of basic HTML, website design, SEO and content management (WordPress platform).
5. High level understanding of digital platforms and social media with ability to execute strategies for organizational digital presence.

6. Ability to communicate effectively and professionally at all organizational levels. Excellent written and oral communication skills. Bilingual skills in Spanish a plus. Advanced interpersonal skills to communicate with leadership, outside stakeholders, and to resolve complex operational issues at all levels.
7. Comfortable operating in a collaborative, shared leadership environment. Strong team participation and team building skills. Ability to collaborate with and mentor colleagues.

PHYSICAL AND MENTAL REQUIREMENTS AND WORKING CONDITIONS

1. Must be able to set and organize own work priorities and adapt to frequent changes. Must be able to work concurrently on a variety of tasks/projects in an environment that may be stressful, with individuals having diverse personalities and work styles.
2. Must be able to travel to and within the various communities served by Allegany Franciscan Ministries in Florida.
3. Must be able to comply with Trinity Health policies and procedures.
4. Must be able to communicate frequently, in person, and through telephone and videoconference, with people in multiple locations on key issues.
5. Allegany Franciscan Ministries operates as a distributed work force with one central office. Must be able to work remotely. Must be able to work a hybrid schedule consisting of a remote and in-person mutually agreed-upon schedule.

Compensation:

The expected starting annual salary for this position is between \$90,000 and \$96,000.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this classification. They are not to be construed as an exhaustive list of duties so assigned.

Allegany Franciscan Ministries
Director, Communications, Connections, & Outreach
Summary of Benefits (updated 5/29/24)

Note: This listing of benefits is intended to provide a summary of available benefits and does not constitute a guarantee. In addition, benefits as set by Trinity Health may change especially during renewal periods. Specific information regarding benefits will be provided by Trinity Health Human Resources later in the process.

- The position is designed to be primarily remote with an expectation that the incumbent join the rest of the staff team in-person on a monthly basis. The position may be hybrid if desired, with an office location based at Allegany Franciscan Ministries' Palm Harbor office (33920 US Highway 19 N, Suite 269, Palm Harbor, FL).
- Comfortable and generally quiet office environment including shared office space.
- Hours 8 am – 5 pm; flexibility is possible. Evenings and weekend work requirements are rare. Significant autonomy in workday including time for family or other commitments.
- Safe environment: all colleagues are required to be vaccinated against influenza and COVID-19; additional protocols are employed for the safety and wellness of colleagues, volunteers, and partners.
- While we are an organization of eight colleagues, we are a member of a much larger national organization, Trinity Health, which provides large-scale services and expertise.
- Health care benefits through Blue Cross Blue Shield of Michigan – colleague may select level of service. Includes family. Allegany Franciscan Ministries currently covers approximately 70% of insurance cost.
- Dental insurance through Delta Dental for colleague & dependents – Allegany covers approximately half of insurance expense.
- Vision insurance through United Health Care available for colleague to purchase for self and dependents.
- Basic life insurance and AD&D at 1x salary is provided at no cost to colleague; voluntary supplemental life insurance for colleague or partner/children may be purchased.
- Short- and Long-Term Disability Insurance.
- Matched 403(b) retirement savings plan through Fidelity.
- Healthcare and Dependent Care FSAs available.
- EAP/Mental Health and Wellbeing through Spring Health.
- PTO plus 7 paid holidays and 1 floating holiday. *Note this is an exempt position.
- A commitment to continued professional development, networking, and learning opportunities.

An amazing staff team with excellent leadership and an engaged board of directors working together.



Allegany Franciscan Ministries
Director, Communications, Connections, & Outreach
Recruitment & Hiring Process – (updated 5/29/24)

This position is new; Allegany Franciscan Ministries will move expeditiously to identify a new team member. A second new position (Director, Climate Justice & Care for Creation) is also being recruited.

All activities will be ongoing until the position is filled. Interviews are meant to be dynamic, providing both Allegany Franciscan Ministries and the candidate with opportunities to share and to learn.

- Late may/June: Position posted on Allegany website & social media including in specific Facebook groups, Florida Philanthropic Network, PEAK, various industry job boards, Trinity Health.
- Applications are submitted through Trinity Health ([link HERE](#))
- Faith Pullen, (VP of Operations) reviews applications, selects candidates for initial interview. Stephen Goodell (Grants & Administrative Services Coordinator) schedules 30-minute Zoom interviews.
- Email communication sent to applicants not selected for interview every two weeks.
- Faith communicates with candidates after the first interview, sets up 2nd one-hour interview or declines further review.
- 2nd round Zoom interviews, Faith (may be joined by Eileen Coogan, CEO).
- Final in-person interview top candidate(s) – may include meeting with other members of staff team.
- Faith selects final candidate; Trinity Health begins reference checks, background & drug screens.
- Trinity Health/Faith extend offer.