



Job Title: Communications Coordinator – Rural Health Transformation

Reports to: Vice President, Rural Health Transformation

Classification: FLSA Status - Full-time/Exempt/Salaried

Position Summary: The Foundation for Healthy Communities is seeking a Communications Coordinator to help tell the story of one of New Hampshire's most significant health care investments. The Rural Health Transformation Program (RHTP) is a first-of-its-kind, CMS-funded initiative bringing over \$200 Million to strengthen rural health care across New Hampshire, expanding access to primary care, behavioral health and workforce development in communities. The Communications Coordinator will be the voice of this program, translating complex policy and program activity into compelling stories, stakeholder communications and public awareness campaigns that demonstrate real-world impact.

The Communications Coordinator will work collaboratively with program leadership, health care partners, community organizations and external vendors to support strategic communications, storytelling, public awareness campaigns, digital communications and stakeholder engagement activities related to rural health transformation efforts. This position reports directly to the Vice President of Rural Health Transformation for day-to-day program direction and workload management. All external communications, media materials and public-facing content require review and approval from the Senior Director of Communications prior to release to ensure alignment with organizational brand standards and messaging guidelines.

Essential Duties and Responsibilities

- Develop and maintain communications materials related to the Rural Health Transformation Program, including newsletters, fact sheets, presentations, reports, talking points, subrecipient success stories, GO-NORTH quarterly report narratives, CMS-required program highlights, website content and promotional materials.
- Draft and manage content for digital communications platforms, including social media, email communications and web-based communications.
- Assist in developing messaging that communicates complex health care and rural health topics in a clear and accessible manner for diverse audiences.
- Support media relations activities, including drafting press releases, media advisories and responses to media inquiries.
- Collaborate with internal teams, external partners and subrecipient organizations to gather stories, program data, and impact highlights for use in FHC communications, maintaining a story bank for ongoing use.
- Coordinate the development of visual and digital materials in collaboration with graphic designers, photographers, videographers, and other vendors as needed.
- Maintain communication calendars and support coordination of communication timelines and deliverables across multiple projects.
- Assist with planning and promotion of meetings, events, webinars, trainings and community engagement activities.
- Monitor communication analytics and provide regular reporting on engagement, reach and communication effectiveness.

- Ensure all communications align with organizational branding and messaging standards.
- Support stakeholder outreach and relationship-building efforts with health care organizations, community partners, policymakers, and rural communities.
- Support development of the annual report and other formal program publications that document RHTP progress for GO-NORTH, CMS and public audiences.
- Manage the 45-day and 14-day media/publication pre-approval process, including coordination with GO-NORTH-facing communications so messaging is consistent across all FHC public-facing materials.
- Support subrecipient communications compliance, making sure grantees include the required CMS funding acknowledgment statement in any public material.

Skills and Knowledge

- Strong written, verbal and interpersonal communication skills.
- Solid editing, proofreading and content development abilities.
- Ability to translate complex health care or policy-related information into audience-friendly communications.
- Experience managing multiple projects and deadlines with strong organizational skills.
- Ability to work independently while maintaining collaboration across teams and partner organizations.
- Experience with social media platforms, website content management and digital communication tools.
- Knowledge of rural health, public health, health care systems or community engagement preferred.

Qualifications

- Bachelor's degree in communications, public relations, marketing, journalism, public health or related field preferred.
- Minimum of 2 years of experience in communications, marketing, public relations, community engagement or related field preferred.
- Experience working in health care, public health, nonprofit or community-based settings preferred but not required.

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to drive a motor vehicle for occasional travel.
- Occasional support of office environment could include lifting up to 20 pounds, ascending/descending ladders and moving equipment.

Position Details

The role is full-time, exempt, and benefits-eligible, and is office-based in Concord, NH, with the potential for hybrid remote work.

Hiring salary range: \$55,000 to \$65,000

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change, or new ones may be assigned at any time with or without notice.

Interested candidates may apply by supplying a cover letter, writing sample and resume to Travis Boucher, VP Rural Health, at travisboucher@healthynh.org by June 26th.