La Porte, Indiana

POSITION: HEAL (Healthy Eating and Active Living) Initiative Manager

REPORTS TO: Chief Executive Officer

CLASSIFICATION: Exempt/Full Time

SUPERVISES: No direct supervisory responsibilities.

OVERVIEW
Healthcare Foundation of La Porte (HFL) recently launched its multi-year Healthy Eating and Active Living (HEAL) Initiative. The HEAL Initiative’s expected result is “Residents in La Porte County are healthy and well, can access nutritious foods, and enjoy active living” as measured by a set of health, fitness, and food environment indicators for adults. Through the Initiative, HFL expects to align commitments and actions of the public, private, and nonprofit sectors to: a) improve policies and practices related to the result, and b) change the attitudes, beliefs, and behavior of La Porte County residents to achieve the result. To achieve the result, HFL expects to use a combination of grantmaking, convening, collaboration management, capacity building, partnership development, program and project incubation, public interest communications, public influence, and other tools to be determined.

The HEAL Initiative Manager will provide leadership and strategy in all aspects of planning, developing, implementing, and assessing the progress and impact of the Initiative. The Initiative Manager will be an ambassador for HFL and the Initiative, helping members of the community understand the importance of taking action to achieve the result, and participating in or leading collaboratives and planning processes.

Internally, the Initiative Manager works with the CEO and other staff to provide recommendations for use of the foundation’s resources to HFL’s Board of Directors. The position is accountable for monitoring and evaluating contracts for professional services and ensuring accurate data and story collection for use in budgeting, communications, and HFL’s databases.

The position will manage a budget for personal and group learning, outreach strategies, and professional services contracts such as public interest communications firms, speakers and trainers, and capacity building and evaluation consultants. The position will identify opportunities for grants and work with the Program Officer to shape the grant opportunities.

JOB DUTIES
Engage
- In coordination with the CEO, create and manage the HEAL Initiative’s Steering Committee of community stakeholders which will evolve over time. Identify other opportunities for community collaboratives and/or leadership groups that can engage and influence people with related health conditions.
- Cultivate and maintain deep relationships with local stakeholders and partners from all sectors.
• Facilitate or contract for facilitation of listening, engagement, and/or human-centered design strategies to involve voices of people with lived experience in shaping the strategies and scope of the HEAL Initiative – e.g. people with or recovering from heart disease, support groups, ESL populations, front-line health workers and caretakers.

• Be a public representative for HFL and the HEAL Initiative, including speaking and presenting at community meetings and public hearings and conducting media interviews.

Research and Plan
• Stay current on effective practices and methods in other regions, including the potential ability to adapt existing healthy living initiatives or campaigns to La Porte County. Monitor related news sources, research and policy groups, and trade associations.

• Annually develop and present to HFL’s board a plan for the HEAL Initiative which includes the Initiative’s goals; strategies, including communications and influence strategies, proactive grants to partners to improve their practices and policies, and community collaboration engagement; budgets; required contracted expertise; and monitoring, evaluation and learning.

• Over time, work with stakeholders to identify municipal, county, and state policy and practice barriers and effective solutions to those barriers.

Execute
• Lead the execution of the board-approved plan.

• Develop scopes of work and manage contracts for professional services.

• Work with community partners to develop pilot projects and other means of testing and proving effective means of achieving the Initiative’s result. Use HFL’s Conference and Learning Center as an incubation space as needed.

Monitor and Improve
• Work with internal and external stakeholders to clarify the HEAL Initiative’s primary goals, community impact indicators, and Initiative progress and process measures, with an emphasis on reducing health inequities.

• Develop and manage a learning agenda to help HFL’s board and staff, the HEAL Initiative Steering Committee, and other partners understand effective practices and evaluate approaches to adapt to La Porte County.

• Monitor and evaluate contracts for professional services, pilot projects, and other means of implementing the annual plan for the Initiative.

COMPETENCIES
• Superior verbal and writing skills, including the ability to assess and synthesize complex information into a clear, concise summary or into a strategic recommendation. Comfort with public speaking and media interviews.

• Adept relationship builder: an ability to interact with, empathize with, and develop positive working relationships with people with a variety of skillsets, backgrounds, and worldviews.

• Desire and ability to listen to and empathize with community, health, and nutrition challenges and channel the voices of lived experience with those challenges.

• High degree of initiative, flexibility, and ability to translate ideas into execution.

• Informed judgement in planning, design, development, and evaluations of programs, projects, and budgets.

• High level of personal and professional integrity.

• Demonstrated ability to work as part of a team with a high volume of work.
• Willingness to use the Foundation’s stated values – excellence, innovative and visionary thought leadership, collaboration, commitment, and compassion – to guide all decision-making, work, and interactions.

EDUCATION AND EXPERIENCE
Minimum requirement:
• Bachelor’s degree in public health, health communications, health equity, or related social science.
• 5 years of related professional experience, including strong project development and management, and collaboration management skills.
• Knowledge of theories and models of behavior change.
• Track record of facilitating group conversations in which diverse viewpoints emerge.
• Personal track record of volunteering to improve the lives of others and/or improve communities.

Preferred: The minimum requirements plus:
• Master’s degree in public health, health communications, health equity, or related social science.
• Experience implementing public health initiatives, public health campaigns, behavior change communication strategies, and/or health education theories and principles.
• At least 5 years of successfully engaging people of varied education levels, professions, ethnicities, and cultural norms in practice and behavior change.

WORK ENVIRONMENT & PHYSICAL DEMANDS
The job operates in a professional work environment routinely using standard office equipment such as computers, Microsoft Suite, databases, phones, photocopiers, filing cabinets, and credit card processor.

The job requires regular travel to other locations in La Porte County and occasional travel to philanthropy meetings or training in Indianapolis, Chicago, or other metro areas. There will be some evening and weekend meetings.

HFL is an Equal Opportunity Employer and prohibits discrimination and harassment of any kind. HFL is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at HFL are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, family or parental status, or any other status protected by the laws or regulations in the State of Indiana. HFL will not tolerate discrimination or harassment based on any of these characteristics.

The Foundation offers a full suite of competitive benefits and competitive salary.

OTHER DUTIES
This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

To APPLY:
For a full job description, email mfruth@hflaporte.org. Please include a PDF of your cover letter and resume. We will treat all applications in a confidential manner. To learn more about the Foundation, visit hflaporte.org.