

**Vice President
of Communications
Dogwood Health Trust**

Asheville, NC region



Storytelling has been used to educate, to amplify, to remember, to humanize, and to move groups to action. Stories of the people living in Western North Carolina (WNC) teach us about our region and mirror the diverse and resilient people who live here. WNC's history and future are interwoven, and as our communities evolve, so do the stories.

Dogwood Health Trust, a healthcare conversion, independent, private foundation which serves 18 counties and the Qualla Boundary, is actively listening to those stories and investing in the region, working with our partners to create a Western North Carolina where every generation can **live, learn, earn and thrive with dignity and opportunity for all - no exceptions**. Critical to the mission of [Dogwood Health Trust](#) (Dogwood) is the role of messaging both the work of Dogwood's partners and the work of Dogwood in the region using an equity lens. **To advance Dogwood's storytelling and positioning, Dogwood Health Trust seeks a Vice President of Communications to lead impactful internal and external messaging which will support Dogwood's work in Western North Carolina.**

DOGWOOD'S STORY

Headquartered in Asheville, North Carolina, Dogwood Health Trust became operational in 2019 and currently has approximately \$1.8 billion in assets. Dogwood's creation opened the door to unforeseen opportunities in the area. Dogwood's responsibility is to equitably steward the resources entrusted to us and catalyze leaders and problem solvers within the region and outside the area to improve the lives of all Western North Carolinians. Dogwood focuses on achieving radical and equitable impact for all who reside in WNC by engaging the public, private, and nonprofit sectors together in four strategic priority areas: **Housing, Education, Economic Opportunity and Health & Wellness**. These four areas align to serve the entire person and entire community. Dogwood is committed to strategies rooted in equity that weave together these priority areas to achieve resilient healthy communities.

The [values of Dogwood Health Trust](#) inform Dogwood's community engagement and philanthropic investment and are grounded in a commitment to community and to diversity, equity, and inclusion. Dogwood's values are



Working closely with the President and CEO and other senior leaders, the Vice President of Communications will ensure that Dogwood is known as a leader in improving the health and well-being of all people in Western North Carolina. The Vice President of Communications will be charged with amplifying the work of Dogwood's partners and communicating Dogwood's purpose, commitments, and successful community-led initiatives to the region and beyond.

ROLES & RESPONSIBILITIES

The Vice President of Communications is responsible for developing and implementing internal and external communication strategies that articulate Dogwood Health Trust's purpose, vision, values, and culture. The VP will lead all streams of external communication, including print, social media and thought leadership, while mentoring staff to develop cohesive and powerful messaging. The Vice President will also serve as an advisor to the President and CEO, writing and speaking in her voice and creating opportunities for the President and CEO to share Dogwood's message to a variety of audiences. Internally, the VP will work closely with senior leadership to craft messaging that informs staff and supports Dogwood's culture of inclusion and belonging.

The Vice President of Communications will create approaches that help position Dogwood as a regional, state, and national thought leader for transforming work in the social determinants/drivers of health, health equity and community well-being.

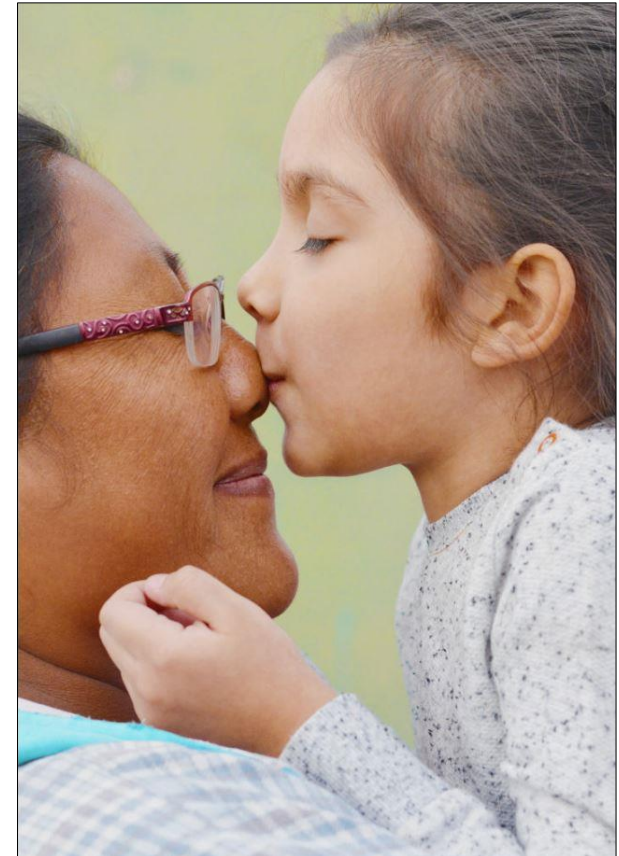
The Vice President of Communications will demonstrate their expertise in several areas including **Strategic Communications, Reputational and Brand Management,** and **Internal Communications.**

Strategic Communications

One of Dogwood's leaders described the VP of Communication as the "traffic controller," working strategically to disseminate information to and from the community, current and potential grantees, and philanthropic and funding partners while understanding Dogwood's voice and organizational personality.

The VP of Communications will

- Design and implement communication strategies in partnership with the CEO and senior leaders to support community investments, partner capacity, community outreach and engagement, and investment evaluation.
- Provide strategic communications guidance to departmental and team leads to ensure program success.
- Foster strong relationships with community partners, decision makers, and media.
- Identify key stakeholder audiences and develop online and offline strategies to increase engagement, facilitate collaboration, and advance organizational priorities.
- Demonstrate Dogwood's impact by leading equity-driven storytelling that includes partner success stories, earned media, interviews, and content curation.
- Provide leadership and support to staff and external consultants responsible for implementing all Dogwood communications strategies.



- Ensure that Dogwood’s commitment to equity and our focus on creating opportunity for those who have been under resourced is present in all aspects of its work.

Reputational and Brand Management

The Vice President of Communications will also serve as “the conductor”, developing and guiding brand strategies that position Dogwood as a regional, state, and national leader in transforming social drivers of health, health equity and community well-being; anticipating and mitigating reputational risk. The VP will know Dogwood’s work and have deep community intelligence, positioning them as an integral advisor to other teams within Dogwood.

The successful VP of Communications will

- Refine a compelling brand strategy that explains Dogwood’s purpose and unique value to the region.
- Proactively manage media and public relations to increase credibility and positive regard for Dogwood.
- Provide strategic communications coaching support for Dogwood leaders to support message alignment, stakeholder engagement, collaboration, and professionalism.
- Work closely with the CEO and other senior leaders to anticipate, manage and prevent incidents that could result in reputational damage.
- Oversee all external-facing communications (e.g., trainings, resource documents, presentations, articles and commentaries) to ensure alignment with Dogwood’s purpose, brand standards and commitment to cultural sensitivity, equity, diversity, inclusion and justice.

Internal Communications

The VP of Communications will work closely with the CEO and other senior leaders to provide timely, transparent, equitable, and inclusive communications to ensure all Dogwood staff feel connected to one another, the Board, and the work of Dogwood and the communities we serve.

- In partnership with the CEO and the People & Culture team, design and oversee internal communications strategies to ensure staff are informed, supported, well-resourced, and celebrated.
- Work closely with People & Culture, develop onboarding materials and skill-building opportunities for staff.
- Work closely with the People & Culture and the Vice President of Community Equity, to develop communications strategies that reinforce equity, diversity, inclusion, justice and belonging at Dogwood.



Photo courtesy of Tractor Food and Farms

QUALIFICATIONS

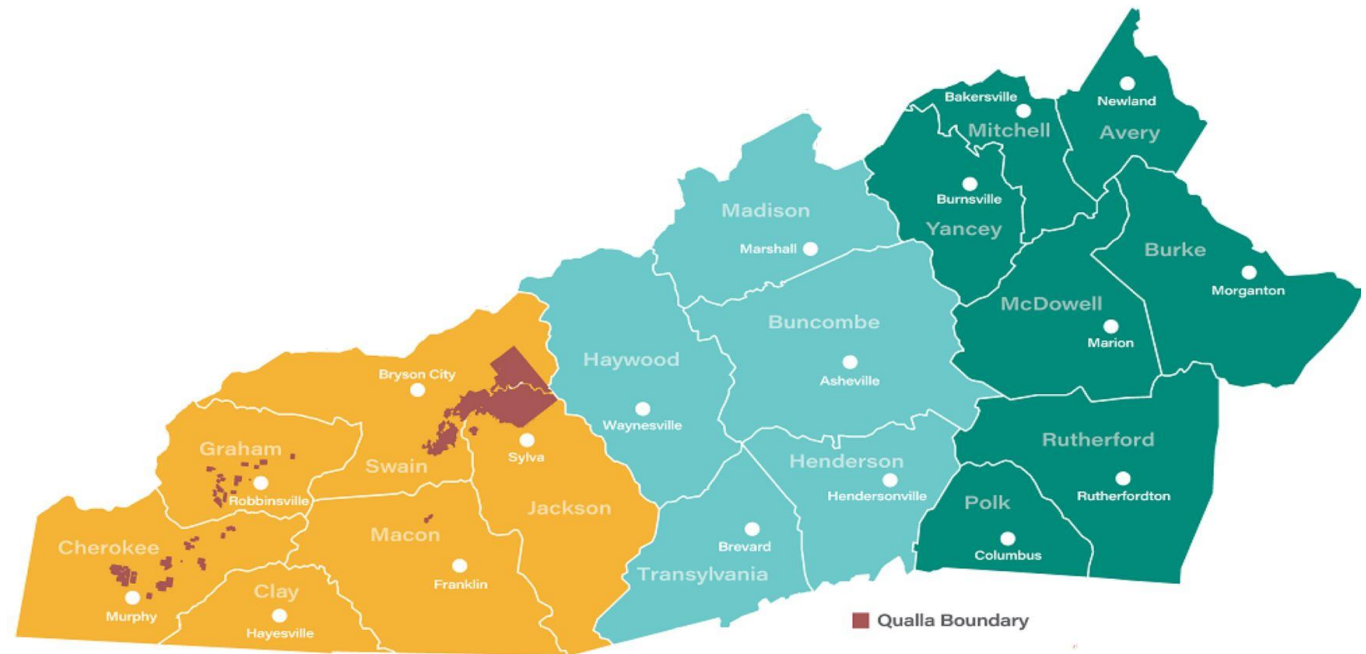
The Vice President of Communications will be an excellent writer and speaker. Ideally, the Vice President of Communications will have an undergraduate degree and at least 10 years of experience leading a communications team for an organization similar to Dogwood Health Trust. The Vice President will have the opportunity to build the Communications team and will have resources to work creatively with consultants. The Vice President will demonstrate success in expanding an organization's digital presence and use of social media.

ORGANIZATIONAL STRUCTURE

The Vice President of Communications reports to the Chief Executive Officer and is a member of the senior leadership team which includes the Senior Vice President of Community Investment, the Vice President of Administration, the Vice President of Finance, the General Counsel and the Senior Director of Learning, Evaluation & Data. The VP will lead and develop the communications team and will supervise a number of outsourced consultants. The VP will collaborate with other senior leaders to develop communications and presentation strategies.

LOCATION

While Dogwood Health Trust is headquartered in Asheville, NC, the VP can live in any of the 18 counties or the Qualla Boundary. The Dogwood team works in a hybrid style, convening in the newly renovated office several times a week. The VP of Communications will have relationships within North Carolina and around the country and will draw on outside success and expertise to benefit every WNC community.



Dogwood serves approximately 1 million people in 18 counties and the Qualla Boundary in Western North Carolina

DOGWOOD'S COMMITMENT TO EQUITY AND INCLUSION

Dogwood Health Trust is committed to diversity, equity, and inclusion in our work and on our teams. We know that the rich diversity of perspectives and wisdom that is imperative to achieving our purpose can only come from a wide variety of origins and life experiences. We strongly believe that creating a workplace where all team members thrive is critical to fulfilling our purpose in the communities we serve and we intentionally recruit, develop, and retain the most talented people from a diverse candidate pool.

For more information or to submit your resume, please email DogwoodVPComms@IntentionalWorks.com