

Vice President of Communications
Fenway Health
Boston, MA
fenwayhealth.org

Send Nominations or Cover Letter and Resume to:

Terri Rutter

Senior Consultant

617-262-1102

TRutter@LindauerGlobal.com

The Opportunity:

This is a historic moment for Fenway Health. Approaching its 50th year, the organization has an outstanding legacy and track record of achievement, with a deep commitment to advancing health and well-being. And while extraordinary gains have been made in LGBTQIA+ care over the last several decades – much of it attributable to the work of Fenway Health – there remain ongoing, urgent unmet needs in the communities Fenway Health serves.

Fenway Health named a new CEO in 2020. Ellen LaPointe joined Fenway Health with a mandate to evolve and transform the organization to optimize Fenway's impact in the face of ongoing shifts in the healthcare landscape and in the communities they serve, so that it can continue to deliver fully on its mission. Fenway Health is working to leverage the extraordinary legacy of its past and the passion and capacity it has today to become the Fenway Health of tomorrow.



Video: *Fenway Health: You Belong*

Fenway Health seeks a Vice President of Communications to elevate and lead marketing communications through this critical time. This VP will have an outstanding track record and a deep commitment to advancing health and well-being for all of the communities Fenway Health serves. Under the direction of the Executive Vice President of External Relations, the VP of Communications is responsible for providing strategic

development and hands-on implementation of a proactive marketing and communications strategy to elevate the visibility of the organization’s initiatives and achievements in furtherance of their mission. The VP of Communications will enhance Fenway Health’s position as a visionary leader in the local, state, national, and global community and cultivate a robust, transparent approach to internal communications that fosters information sharing, collaboration, and trust. There are currently several senior level hires underway, making this an exciting opportunity to join a senior team that will co-create and lead a process of transformation at a critical time in this organization, in this community, in the country, and in the world.

Overview

“Health care is a right, not a privilege.”

This belief has defined Fenway Health since its founding and continues to be the driving force of its mission “to enhance the well-being of the LGBTQIA+ community and all people in our neighborhoods and beyond through access to the highest quality health care, education, research, and advocacy.”



Since 1971, [Fenway Health](#) has been working to make life healthier for the people in the Boston neighborhoods in which its health centers are located: the LGBTQIA+ community of Boston and beyond, people living with HIV/AIDS, and the broader population. Fenway was founded in 1971 as part of the free clinic movement by students who believed that “health care should be a right, not a privilege.” In its early days, Fenway Health was a drop-in clinic providing free blood pressure checks and STD screenings.

Two years later, Fenway Health obtained permanent space and incorporated as a freestanding health center with a staff of one volunteer doctor, one nurse, and one intake worker. Today, Fenway Health has a budget of \$131 million, a staff of more than 600, and a patient base of over 30,000.

In 2001, Fenway Health started [The Fenway Institute](#), an interdisciplinary center for research, training, education, and policy development focusing on national and international health issues. In 2009, Fenway Health moved into the Ansin Building at 1340 Boylston Street in Boston’s West Fens neighborhood, the largest LGBTQIA+ health care, education, and research facility in the nation.

The [Sidney Borum Jr. Health Center](#) became a part of Fenway Health in 2010. The Borum serves at-risk youth, including LGBTQIA+ young people, homeless teens, and young adults, those struggling with substance abuse, involved with gangs, or doing sex work.

Fenway Health entered a historic partnership with [AIDS Action](#) Committee of Massachusetts in 2013 that has allowed the two organizations to work more closely together and improve delivery of care and services to people living with HIV/AIDS. In 2017, that relationship grew to formally unite AIDS Action and Fenway Health as one strong organization.

In 2016, Fenway Health added Family Medicine, providing services to patients of every age group. That same year, the Massachusetts Health Policy Commission named Fenway: South End the first practice in the state to achieve Patient-Centered Medical Home PRIME Certification for integrating behavioral health into primary medical care. Fenway Health's Ansin Building Practice followed quickly, attaining PRIME Certification in early 2017.



In 2020, Fenway Health welcomed Ellen LaPointe as its new CEO just as the COVID-19 pandemic rolled across the globe. Fenway Health pivoted to respond, moving the majority of medical and behavioral health appointments to telehealth, standing up testing programs in Boston and Everett, and activating several research studies, including COVID-19 vaccine and treatment trials.

Video: Introducing Fenway Health CEO Ellen LaPointe

Entering its 50th year as an organization in 2021, Fenway Health is embarking on a transformational journey to center racial equity in everything they do, with the understanding that they cannot deliver fully on their mission unless doing so. They are also undertaking an ambitious strategic planning effort to guide their work in the coming years.

To learn more about Fenway Health's commitment to taking the necessary actions to ensure that the entire organization is engaged in racial equity and social justice service delivery and practice, read this statement from Jonathan Matsui, Board Chair, and Ellen LaPointe, Chief Executive Officer: [From Words to Action: Mapping the Fenway Health Racial Equity and Social Justice Journey](#).

The Role

Fenway Health's communications engage several constituencies as key ambassadors of the Fenway Health mission. These include the Board of Directors, Fenway Health staff, the Board of Visitors, and the Young Leaders Council. The communications team produces a broad range of assets that integrate print and electronic platforms and media. The Vice President of Communications leverages these and other assets to achieve desired outcomes, and fosters an environment of creativity, innovation, and productivity in the process.

Expectations:

- Join Fenway’s work to leverage the extraordinary legacy of its past and the passion and capacity it has today to become the Fenway Health of tomorrow.
- Bring a fresh approach to communications to advance the work and impact of Fenway Health, and guide senior leadership in the successful integration of communications strategies.
- Transform Fenway Health communications into a process of bi-directional engagement that is integral to everything Fenway Health does.
- Communicate Fenway Health’s commitment, progress, and learnings as we integrate racial equity into our policies, practices, and culture.



Responsibilities:

Envision and execute a clear strategic communications strategy that will position Fenway Health as a transformative leader in intersectional LGBTQIA+ care and research. Direct the crafting of an overarching narrative arc that illuminates Fenway’s vision for impact and work throughout the organization to weave this narrative into their care, services, research, education, advocacy, organizational messaging, and brand identity.

Communications Strategy, Vision, and Leadership

- Work with the EVP of External Relations and senior leadership to articulate key communications outcomes and develop strategies to achieve these outcomes.
- Craft an overarching narrative arc and core-messaging platform for Fenway Health that will form the basis of all communications within the framework of annual goals.
- Develop and execute a comprehensive annual communication plan to achieve strategic communications goals.
- Apply an intersectional equity lens to inform their communications strategies and plans.
- Support transparent, consistent internal communications with staff at all levels of the organization to cultivate a healthy workplace culture.
- Coordinate with collaborating and partner organizations to elevate the visibility of shared initiatives and advance shared goals.

Communications, Marketing, and Design

- Ensure that Fenway Health communications are consistently on-message, high-quality, professional, engaging, and appropriately targeted for key stakeholders.
- Develop and maintain Fenway Health communications and editorial content calendars. Collaborate with Fenway Health department heads and other stakeholders to generate relevant content.
- Identify and develop stories and profiles to illuminate the impact of Fenway Health.
- Oversee execution of a social media (e.g., Facebook, Twitter, LinkedIn) strategy and plan to support Fenway Health's organizational goals, reinforce their strategic direction, and highlight their signature programs and services, accomplishments, publications, and positions.
- Oversee design of print and digital content to ensure that it is on brand.
- Oversee equity-centered procurement/development and strategic use of print, graphic, and photographic visual images and assets for Fenway Health communications and collateral.

Media and Public Relations

- Develop and execute a media and public relations strategy for Fenway Health.
- Serve as lead point person and spokesperson for earned media opportunities. Engage and support Fenway Health board and staff as appropriate to leverage these opportunities.
- Identify and leverage emerging communications opportunities, events, and initiatives.
- Cultivate relationships with general and sector-specific media. Position Fenway Health as a go-to resource for expert commentary.
- Write and distribute press releases and pitch stories for broader public outreach, working with Fenway staff to identify key individuals who can speak with the media about a variety of different topics; cultivating clients to assist in promoting Fenway's media presence.
- Develop and maintain a comprehensive press list.
- Track and disseminate media coverage of Fenway Health.
- If needed, manage crisis communications with a commitment to candor, authenticity, and transparency.

Event Support

- Develop and execute comprehensive marketing and communications strategies to brand and promote Fenway Health's signature conferences, programs, and special events including key messages, graphics, print and electronic collateral, press releases and media outreach, and website and social media promotions.



Board and Development Support

- Create leveraged, energizing opportunities for board and staff to engage in communications for Fenway Health.
- Work closely with the Resource Development and Donor Engagement team to engage current and prospective donors and supporters effectively and make a compelling case for investment.

Analysis and Evaluation

- Establish systems to track, measure, and evaluate the impact of Fenway Health's communications efforts across all platforms.
- Integrate key learnings from evaluation and tracking practices to regularly recalibrate and improve efforts.

Administrative/Other

- Supervise the Communications team.
- Coordinate and manage communications consultants.
- Serve as a key strategic advisor to the EVP of External Relations and other senior leaders



Skills, Knowledge, and Experience:

The Vice President of Communications is an articulate, strategic, and highly motivated communications professional who supports the work of a dynamic, complex, and multi-faceted organization. This role requires a person with strategic acumen, creative spark, excellent written and verbal communication abilities, strong execution skills and attention to detail, and the interpersonal capacity and grace to work effectively with a range of external and internal audiences, and stakeholders and partners. This individual must be culturally competent and highly fluent when working with diverse LGBTQIA+ constituents and stakeholders. The ideal candidate will be someone who is energized by the work at hand, and who will inspire others to engage deeply in communications efforts as a shared undertaking throughout the Fenway Health organization.

The work is fast-paced and often ambiguous, and a successful candidate will need to blend flexibility with disciplined execution and strong self-awareness and confidence in operating through informal channels as well as established hierarchy.

Experience

- Experience developing and executing highly effective strategic communications plans in a complex, multi-faceted organization.
- Experience developing and executing successful event-focused communications and campaigns.
- Experience in strategic media relations.

- Demonstrated track record in building brands, creating integrated marketing campaigns to raise awareness, and catalyze engagement and community-building.

Skills

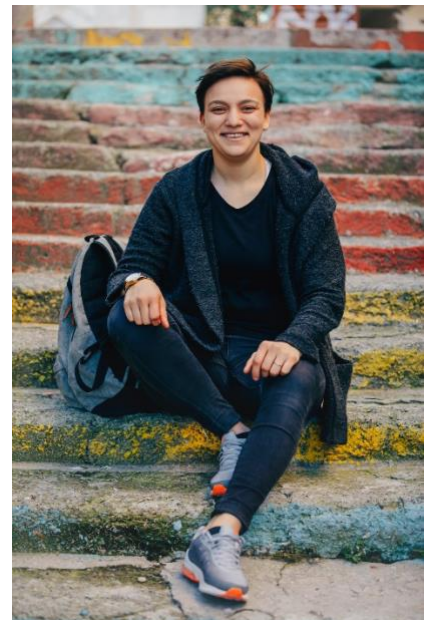
- Ability to organize, prioritize, and manage complex, multidimensional projects to successful completion within desired timeframes.
- Excellent verbal and written communication skills.
- Excellent interpersonal skills.
- In-depth knowledge of print production methods and cost management.
- Ability to define goals, meet urgent deadlines, and organize and prioritize projects.
- Impeccable attention to detail.
- Capacity to effectively supervise the communications team

Other Characteristics

- Collaborative style with the ability to relate effectively to people from diverse backgrounds.
- Appreciation for a collegial and learning work environment.
- Ability to interface effectively with a wide range of stakeholders.
- A fluency in understanding the LGBTQIA community and a passionate commitment to serving it.
- A love of language, and an appreciation for beauty.

Requirements

- No specific minimum level of education or degree is required, provided candidates bring sufficient relevant experience and meet other skills and requirements listed. Ability to plan and manage at both strategic and operational levels.
- Exceptional track record of developing and implementing marketing and communication strategies that have consistently met or exceeded planned objectives, providing personal leadership through example.
- Demonstrated ability to manage often outsourced marketing activities (PR, corporate identity system, website, etc.).
- Strong strategic planning and analysis skills in sales, marketing, and business (competitive) strategy.



Leadership



Ellen LaPointe
Chief Executive Officer

Ellen LaPointe has been Chief Executive Officer of Fenway Health since March of 2020.

LaPointe has held numerous leadership roles in the nonprofit and public health sectors, working in social justice, research, LGBTQIA+/HIV activism and advocacy, health policy, law, and equity over the last three decades.

Prior to joining Fenway Health, she was President and Chief Executive Officer of Northern California Grantmakers in San Francisco, a nonprofit that brings together Bay Area philanthropy to advance the common good. During her tenure over five years, the organization strengthened its leading role within a member-based philanthropic community that gives over \$3.5 billion annually. LaPointe is also credited with transforming the culture of the organization, including the establishment of a robust equity framework to inform organizational priorities and practices.

Previously, LaPointe served as Vice President of Strategic Partnerships at HopeLab, an operating foundation that focuses on technology-based approaches to promoting positive health behavior, and she was Executive Director of Project Inform.

She began her career as Coordinator of the Brown University AIDS Program, where she was involved in some of the earliest efforts to ensure access to promising experimental AIDS treatments and life-saving care. LaPointe moved to San Francisco to become Director of Clinical Research at Saint Francis Memorial Hospital and later practiced law at a large firm, where she represented pro bono clients in cases involving marriage equality, wrongful eviction, end-of-life liberty, and other matters.

A native of Maine, LaPointe earned a Bachelor of Arts degree from Brown University and her Juris Doctor degree from the University of California, Berkeley School of Law.



Carl Sciortino, MPA
Executive Vice President of External Relations

Carl is the Executive Vice President of External Relations. From 2014 to 2018, he served as Executive Director of AIDS Action Committee, New England's oldest and largest AIDS service organization. As AIDS Action's first Executive Director to be a person living with HIV himself, Carl led the creation of the statewide Getting to Zero Coalition and continues to serve as its co-chair.

Prior to joining Fenway Health, Carl was a State Representative in the Massachusetts Legislature. He was a leading HIV and LGBT advocate in the House. He championed funding for HIV-related services and authored legislation banning transgender discrimination and LGBT conversion therapy, and a first-in-the-nation law that requires insurance companies to cover the treatment of lipodystrophy, a side effect of early HIV medications. He first got elected in an effort to protect same-sex marriage equality and has dedicated himself to social and economic justice issues throughout his career.

Carl received his Master's in Public Administration at the Kennedy School of Government at Harvard University and his Bachelor of Science from Tufts University.

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, call
Terri Rutter, Senior Consultant at
617-262-1102
or send nominations or cover letter and resume to
TRutter@LindauerGlobal.com.
All inquiries will be held in confidence.**



Setting the Standard in Nonprofit Talent
www.LindauerGlobal.com