

Associate Director Promotional Health (1-PT-SIWI-25Hrs)

Location: Atlanta, GA

The Fit Life Foundation for Child Obesity empowers kids and families to develop lifelong, healthy habits. The Fit Life Foundation works with schools, corporations, community organizations, healthcare professionals and families to build healthier environments for millions of children. Our Fit Life Outreach Programs and campaigns help to create and sustain healthy school and community environments where students, especially those in greatest need, can learn more and flourish. It is the goal of Fit Life's hiring managers to fill employment opportunities/intern vacancies with the most qualified applicants, whether recruiting internally or externally. Strong consideration will be given to qualified internal candidates. All internal and external candidates must comply with application requirements.

Overview of Position:

Associate Director Promotional Health will enable the foundation to lead an exciting, new, regional and national campaign in collaboration with other community agencies, with a goal of directly advancing issue-specific policy, actions, advocacy and educational efforts across the childhood obesity space. Under the direction of the foundation's Visionary Business and Community Officer (VCBO), the **Associate Director Promotional Health** will be responsible for building diverse relationships, convening and unifying conversations, and organizing local, national & state groups and advocates into one Community and School Consortium, working collectively to improve the health & wellness of our nation's school and community environments. S/he will also be responsible for providing strategic advice to local and national partners to continue to build the foundation's national platform of advocates working on childhood obesity issues.

In addition, the Associate Director Promotional Health will build and manage: a Community and School Consortium, and multiple partnerships, as needed, to support the various sectors aligned with community outreach goals, promotional health campaigns, and special projects. The **Associate Director Promotional Health** will ensure an effective entry point for diverse partners, engagement with the broader movement, and include key strategic stakeholders who can support the state, local, and tribal campaigns of the foundation on the ground.

The role of the **Associate Director Promotional Health** involves working with national leadership organizations, and community agencies such as the CDC, American Heart Association and the Robert Wood Johnson Foundation, other youth serving agencies, and other advocates to create and amplify marketing & communications efforts of the foundation's campaigns.

Reporting to the Visionary Business and Community Officer (VCBO), specifically, the **Associate Director Promotional Health** will manage the *Office of Education & Promotional Health* to include: guidance and team engagement management, oversee productivity of daily objectives, department strategic goals, task/work plans and deliverables of project operations and outcomes of staff/team of 4-5 members and also:

Strategize & Implement

- *Office of Education & Promotional Health* strategic goals and department planning
- Assembly, convene, operations, and mobilization of the community consortium, including supporting and creating issue-specific committees and or groups
- Lead strategic visioning process for Community and School Consortium, including leading creation of engagement and implementation plans and promotional health advocacy campaigns
- Effectively roll out promotional health campaigns, leveraging Community and School Consortium members
- Facilitate direct technical assistance to the field, provided by Community and School consortium members
- Lead a needs assessment of technical assistance needs of the target population(s)
- Hire and project manage sub-contractors and vendors to projects and campaigns, as necessary
- Monitor progress against objectives and outcomes; adjust budgets, plans and manage contingency efforts and resources as required
- Work collaboratively with Fit Life senior leaders, consultants, board members and other foundation staff, in order to further foundation goals

Relationship Management

- Serve as point of contact for Fit Life Fitness Parties, Fit Fairs, Fit Life Field Days, GA School Wellness Councils, 10K Steps to 10 Counties, Minority Health Month (April), National Every Kid Healthy Week, National Child Obesity Month (Sept.), consortium partners, stakeholders and advocates.
- Coordinate with foundation staff and consultants to provide content and programmatic expertise based on strategic vision, research, outcomes, and findings, etc.
- Mobilize Community and School Consortium members to share and engage with promotional health campaigns
- Build relationships with key local and national stakeholders. Transfer relationships to consortium members as appropriate
- Connect and activate Community and School Consortium partners to provide relevant technical assistance to the field and build relationships with state, local, and tribal stakeholders
- Create means of collecting feedback from consortium partners and field, revising strategies as necessary
- Organize and facilitate meetings for Community and School Consortium members
- Work collaboratively with Fit Life senior leaders, consultants, board members and other foundation staff, in order to further foundation goals

Communications & Messaging

- Compose internal and external reports on campaign outcomes and project and budget updates
- Manage message research team on polling, focus groups, and translate findings into effective messaging for campaigns and marketing tools
- Create messaging, templates, and print and online marketing materials for Community and School partners to use in field
- Lead promotion of messaging, policy research evidence, and results of consortium on national and local levels
- Support advancement of campaigns by facilitating information sharing, best practices, models, and methods for preventing obesity, and reducing disparities in obesity prevalence and health impacts
- Identify stakeholders at local, state, and tribal levels who are willing to effectively share their success stories
- Work collaboratively with Fit Life senior leaders, consultants, board members and other foundation staff, in order to further foundation goals

Minimum Qualifications:

- Bachelor's degree, Master's (completed or in progress) preferred
- 2+ years of work experience – within public health environment preferred
- Genuine interest and commitment to childhood health improvement
- Ability to implement Public relations task, PR or communications skills/experience
- Experience with and extensive knowledge of managing issue/advocacy or public health campaigns; community engagement building, organizing, and mobilization skills are a plus. (Will be required to share examples, and outcomes)
- Experience/understanding of creating and managing budgets
- Excellent computer skills (Word, Excel, PowerPoint)

Desired Skill and Experience:

- Ability to work collaboratively with internal departments and other organizations
- Demonstrated success of advancing issue advocacy campaigns at local, state, or regional levels
- Cultural competency and experience in working with diverse populations and stakeholder groups representing those populations—especially underserved communities that are at greatest risk for obesity, including lower-income communities and communities of color
- Experience and understanding of building consensus
- Experience and understanding of mobilizing constituencies
- Experience working with and communicating data to both technical and non-technical subject matter experts, colleagues and stakeholders
- Exceptional project management skills
- Highly collaborative work style

- *Possible Travel up to 20%

The Fit Life Foundation for Child Obesity is proud to provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state and local laws. The foundation aims to deliver culturally appropriate messages and services to all youth, families and communities.