



**THE 360 GROUP**  
EXPECT THE UNEXPECTED

# Horizon Foundation

## Director of Communications Position Description & Candidate Profile

# Director of Communications

## Location

Columbia, MD. Hybrid role, working in office and remotely.

## Reports to

President and CEO

## Our Client

The Horizon Foundation envisions a Howard County free from systemic inequities, where all people can live abundant and healthy lives. The Foundation fights for equitable and compassionate physical and mental health care; access to affordable and safe homes; communities where healthy food is accessible and affordable; and where all residents are able to generate and pass down wealth.

As the largest independent health foundation in Maryland, Horizon works side-by-side with communities to build power, advocate for policy change, and dismantle structural racism to achieve better health for everyone in Howard County and greater Maryland. The Foundation does this through innovative initiatives, collaborative partnerships, strategic grantmaking, and thoughtful advocacy. Horizon's values guide the ways it aspires to operate, and provide ways for the community to hold the Foundation accountable. The Foundation promises to be:

- **IMPACTFUL**  
To act with intentionality and draw upon lived experience, research, and data to drive positive health outcomes in the community.
- **TRUSTWORTHY**  
To earn trust by building relationships through sincerity and vulnerability.
- **COURAGEOUS**  
To acknowledge and use the Foundation's privilege to influence others, dispel harmful narratives and demand change.
- **ANTI-RACIST**  
To challenge and transform policies, behaviors and beliefs that perpetuate systemic racism and other intersecting forms of oppression.

- **CATALYTIC**

To build and share power to foster coalitions that advance health equity.

Howard County is known for its forward-thinking approach to creating high quality of life for its residents, serving as a national example of how people of diverse backgrounds can create a thriving community. Howard County is also one of the nation's wealthiest, most educated, and healthiest counties thanks, in part, to the work of the Foundation and its impact over the past 27 years. However, Howard County still faces very serious physical and mental health challenges and disparities, particularly for people of color. The work of the Horizon Foundation is more important than ever because it focuses on people who have been most marginalized and oppressed, in the aim to, ultimately, advance better health for all.

Learn more about the Horizon Foundation at  
<https://www.thehorizonfoundation.org/>

## Position Responsibilities

The Horizon Foundation seeks a dynamic and courageous Director of Communications who is capable of focusing Marylanders on public health for everyone and catalyzing systemic change in the face of ongoing health disparities. The Director of Communications will develop and implement communications strategies to amplify the Foundation's new strategic plan and to inspire others to join the Foundation's work. The Director will be a key member of the Foundation's executive team, managing a direct report as well as external consultants. The Foundation seeks an innovative Director who has deep experience in strategic communications, a proven ability to elevate the profile of an organization and communicate thoughtfully on sensitive topics to different audiences, and a deep commitment to the work of the Foundation.

Reporting to the President and CEO, the Director of Communications will be a thought partner to the Executive Team and contribute creative, dynamic, and forward-thinking communications strategy to promote the fulfillment of the Horizon Foundation's vision and mission. The Director will enhance and develop a robust, multi-channel communications program, directly managing activities that strengthen the Foundation's position as a leader in accelerating equity-centered community health solutions.

More specifically, the Director of Communications will:

### **Communications Strategy**

- Develop and manage communications strategy for the organization; serve as the steward of the Horizon Foundation's brand and voice
- Leverage the Foundation's positioning and amplify its brand through the development and execution of communications strategy and messaging that promotes the Foundation as a consistent leader in racial justice and public health innovation in Howard County, Maryland, and the nation
- Develop a social marketing and media strategy to promote the Foundation's programs, advocacy agenda, and brand in coordination with program staff and outside consultants
- Develop and maintain relationships with state and local media outlets, prepare key spokespeople for media engagement, and monitor and secure media placements
- Promote the Foundation in local and national press by identifying newsworthy stories and pitching ideas to the appropriate media
- Expand the Foundation's reach and influence among diverse stakeholder groups by using creative imagery and storytelling through various platforms
- Oversee and maintain integrated communications and marketing products including digital and print materials, social media channels, blogs, newsletters, website, reports, press releases, advertising, and collateral material to maximize impact
- Consistently use communications strategies to uplift racial justice, power building, and the need for systemic change
- Provide writing and editorial support and communications expertise throughout the organization
- Develop, implement, and continuously assess a comprehensive, integrated strategic communications program that will leverage media and public relations to elevate the Foundation's profile

### **External Leadership and Vision**

- Support the management of relationships with policymakers and elected officials, grantees and partners, health and social justice organizations, local and national foundations, and key community advocates; cultivate and enhance those relationships through communications strategy and execution
- Help shape and execute public policy communications and advocacy campaigns at the local and state levels
- Partner with local, regional, and national organizations to amplify communications efforts

- Build and maintain strong media relationships to improve breadth and depth of media coverage about the work and impact of the Foundation and its partners
- Serve as an ambassador for the Foundation at community, media, and partnership events, which will include nights and weekends
- Create communication tools and a common language to help communities address systemic health issues

#### Organizational Leadership

- Serve on the senior executive team as a thought partner while supporting the development and execution of Foundation-wide work
- Actively enhance the Foundation's focus on racial justice by designing communications strategies that further the Foundation's strategic plan
- Work in collaboration with others, identifying new and innovative opportunities to showcase the work and leadership of the Foundation and its grantees and partners
- Develop and track metrics to assess effectiveness and impact of communications initiatives and report on success
- Manage the communications budget and allocation of resources to meet communications goals
- Manage, mentor, and develop staff, enabling the team to embrace and support the Foundation's values
- Oversee projects working collaboratively across departments, building trust and teamwork across the Foundation
- Oversee contracts with outside consultants including creative, marketing/PR, and media firms
- Embody the Foundation's values of being impactful, trustworthy, anti-racist, catalytic, and courageous
- Ensure the quality and professionalism of all Foundation communications collateral

#### Profile of the Successful Candidate

The Director of Communications will have a proven track record in the development and implementation of integrated strategic communications programs, digital marketing, branding, social media, message framing, and positioning on a local or national scale. The successful candidate will be creative and entrepreneurial, with the ability to deliver innovative communications ideas and solutions to different audiences and in different contexts. They will value and strive to demonstrate the values of equity, diversity, and inclusion. The Director of

Communications will be a strategic thinker that knows how to work across the organization and tie communications to the organization's mission. The new Director will be skilled at navigating complex conversations with diplomacy. Finally, the values-driven leader will have a deep commitment to equity, a dedication to improving public health and wellness, and a passion for advancing racial justice. They will deeply care about outcomes and the diverse communities that the Foundation serves.

More specifically, the Horizon Foundation seeks a professional who has:

- 10+ years of experience in communications for social change with a demonstrated record of success
- Experience in philanthropy (preferred) or a strong understanding of how the philanthropic ecosystem functions
- Master's degree in communications or related field or equivalent professional experience
- Proven ability to influence and engage leaders, trustees, peers, and direct reports
- Experience using media to advance policies and programs at the local and state level
- Experience in reaching and engaging with diverse residents and communities
- Demonstrated experience leading and managing comprehensive strategic communications, including media relations and marketing and advocacy campaigns that promote an organization's vision, mission and values
- Experience developing effective communications strategy around narrative change
- Flexible and collaborative management style, with demonstrated experience managing a communications team
- Energetic leadership style with the ability to position communications discussions at both strategic and tactical levels
- Proven experience developing messaging for different audiences that is both effective and impactful in advancing goals
- Creative thinker and self-starter who can conceptualize and deliver on ideas in fast-paced environments
- Strong knowledge of public policy process and state and local political environment
- Proven ability to make decisions in a dynamic environment, with an appreciation for how future needs may affect those decisions

- Experience working with broadcast, print, and digital media outlets and reporters
- Expertise in overseeing and managing digital assets and in producing marketing materials, newsletters, press releases, and the like
- Excellent oral, interpersonal, and presentation skills with an ability to engage, inform, influence, and persuade in a range of formats and platforms
- Willingness to iterate a strategy and approach, with the ability to recognize the need to course-correct as necessary
- Excellent listening skills, combined with a balanced problem-solving approach
- Outstanding writing and editing skills, with an ability to create compelling and persuasive narratives
- Fluency with current and emerging communication technologies
- Ability to work both in-office and remotely, as well as some nights and weekends

## Start Timeframe

We seek to have someone in place by late spring 2026.

## Compensation

The salary range for this position is between \$140,000-\$150,000 per year depending on experience and includes a comprehensive benefits package. We actively welcome all candidates from a wide range of backgrounds who have the skills to fulfill this role – regardless of compensation history.

## To Apply

All applications are held in strict confidence. Please submit your credentials and a letter of interest through our private applicant portal to The 360 Group at:

<https://the360group.us/portal/>

Applications should be directed to the attention of Maureen Capitolo, Principal or Monica Rodgers, Senior Consultant. Applications will be reviewed on a rolling basis. Earlier applicants may receive priority consideration. To be considered, The 360 Group encourages all interested candidates to submit their applications promptly, via the confidential applicant portal linked above.

At The 360 Group, we know that a richly diverse mix of professionals makes organizations more effective. Using that principle as our “North Star,” we make diversity a hallmark of our firm, and all of our search engagements.

**Learn more about The 360 Group at [the360group.us](http://the360group.us).**