



Associate Director of Health Communications

Classification: Professional, full-time employment

Benefits: Paid vacation, all federal holidays off, medical, dental, and vision insurance, long-term disability, life insurance, flex plan, and employee-contributed/employer match 403b plan

Salary: \$70,000 - \$76,000

Location: Remote

The Role: [Expecting Health](#) is seeking a highly motivated, accomplished, organized, and goal-oriented Associate Director of Health Communications who is passionate about replacing the fear and confusion families face in the healthcare system with confidence and agency. In this role you will have the opportunity to create and implement strategies that help women and families navigate the healthcare system, work with national partners on campaigns and bring a family focused approach to external communications. There will be significant opportunity for professional growth for someone looking to make a lasting contribution to our organization.

We are looking for a natural organizer and connector who has a passion not only for storytelling but articulating the diverse needs of families and individuals first. If this is you, join our growing team. This is an opportunity to both focus on family/community engagement and public education by creating content and strategies based on human behavior and the realities people are facing in their healthcare.

WHAT YOU'LL DO:

Content Strategy, Development, and Execution

In partnership with the program team, you will work on strategic planning for program portfolio expansion including identifying emerging topic areas in alignment with our mission.

- Monitor market trends/engage with partners to understand what support families may need
- Identify focus areas for communication and content development
- Develop protocols for communications and key performance metrics to measure engagement success.
- Collaborate with internal and external stakeholders to define and create campaigns in various media forms.

Program and Partner Management

In partnership with the program team, you will work to establish and expand upon education, communication, and content development opportunities with other organizations and initiatives (corporate, philanthropic, and governmental)

- Create educational and engaging materials
- Manage inquiries and requests for partnership opportunities
- Oversee grant development process, including identifying new proposals, preparing budgets, drafting, and finalizing submissions
- Work with staff to develop communication goals and plans for new projects
- Aid in budget development and implementation
- Serve as a thought partner to support decision making and problem solving
- Work with partner organization communications teams on campaigns and contracted activities
- Oversee key campaigns related to awareness months including:
 - Updating toolkits
 - Reaching out to partners for collaborative opportunities
 - Track and report on reach and engagement
 - Draft measures and key success indicators
- Manage communication/education related contracted projects including meeting deliverables and strategizing on best approaches to product quality family focused products.

Organizational Leadership

- Represent organizations at key meetings and on education/communications specific committees and workgroups
- Collaborate with internal and external leaders to expand organizational vision and strategy
- Provide updates and trainings to team around communication philosophy and corporate brand

WHO WE'RE LOOKING FOR:

- Minimum of 3-5 years of health marketing/promotions and communications experience, including reporting, evaluation tracking, measure development, data presentation and content development
- Advanced degree or equivalent direct experience in community/family/patient engagement, health, advocacy, women's, maternal, and child health, and communications is required.
- Experience in:
 - Producing high quality content including family stories, guides, one-pagers, video scripts and storyboards, program talking points, presentations, etc.
 - Working with multiple stakeholder to produce information sessions, reports, and other products
 - Anticipating, balancing, supporting, and prioritizing the needs of multiple projects and partners
 - Managing vendors, especially digital production agencies
- Proficiency in taking scientific and academic information and creating understandable, actionable messaging and visuals
- Mature and detail-oriented with the ability to work both independently and with a team
- Aptitude for using imagery, data, and information to create impactful outcomes

- Creative problem solver with a positive outlook and “can-do” attitude
- Experience with social media, SEO, and email marketing and related data analysis and evaluation of strategies
- Exceptional interpersonal, written, and verbal communication skills
- Experience with multimedia including video and audio
- Knowledge of website content management
- Must possess good judgment and discretion with confidential and sensitive information
- Preferred but not required:
 - Proficiency in software programs such as Google Suite/ Analytics, Canva, Mailchimp/ email marketing platforms
 - Bi-lingual/ Proficiency in Spanish both written and spoken

Why Expecting Health:

[Expecting Health](#) was created with a simple idea: families deserve and should expect more – more support, more guidance, more opportunities, and better health. This is a one-of-a-kind organization, focused on improving the healthcare system for families with roots in both the maternal and child health space and the ever-expanding genomics sector. This combination positions us to share science-based and policy-informed information that integrates the lived experiences of individuals and their families. We do this through the power of relationships; convening the top experts; working with key leaders in health; and engaging with families and communities at the center of the conversation. We believe that new and expecting families, regardless of makeup, income, or background, should and deserve to expect health. We simply don't think it needs to be this hard.

How to Apply: Please send your cover letter, resume, and a sample of content/material development to careers@expectinghealth.org with '2022 Associate Director of Health Comms Application' in the subject line by April 8th.