



## DIGITAL COMMUNICATIONS STRATEGIST - JOB OPENING

Doctors for America (DFA) is a national grassroots organization that mobilizes thousands of doctors and medical students in all 50 states putting patients over politics to improve the health, welfare, safety, and equality of our patients, community, and nation. This is OUR Lane too! Our 12 years of advocacy and education are filled with successes in amplifying the voice of physicians.

### JOB OVERVIEW

Doctors for America is seeking a Digital Communications Strategist to oversee all our communications and outgoing marketing efforts. The ideal candidate will be creative, data-focused, and results-driven, bringing the Doctors for America message to key stakeholders, and an increasingly engaged community.

### JOB DUTIES

As our Digital Communications Strategist, your first job will be organizing, prioritizing, and implementing a marketing strategist based off the foundation we've previously crafted for our organization. This may include, but is not limited to:

- Leading the Doctors for America communication strategy for the organization at large as well as our working issue groups:
  - Drug Affordability
  - Gun Violence Prevention
  - Substance Use Disorder
  - Health for All
  - Immigrant Health Justice
  - Women's Health
- Implementation of the Action Network platform across our website and all communication strategies.
- Crafting a written branding guide to establish standards for Doctors for America copy.
- Overseeing the execution of a renewed social media strategy, utilizing the existing Facebook, Twitter, and LinkedIn accounts, and building a new Instagram following.
- Recommending a paid advertising budget and oversight of its management on channels including, but not limited to Facebook's Ad Platform, Twitter's Ad Platform, LinkedIn's advertising platform, Google Ads, and Microsoft ads.
- Ensure consistent A/B testing to improve campaign performance over time.
- Draft policy briefings, press releases, and media advisories for specific initiatives within our campaign;

- Communicating with and selecting vendors to assist with your communications strategies.
- Reporting to various stakeholders, and recommending improvements to current ongoing campaigns.
- Attendance to evening and weekend events will be required.

## REQUIRED EXPERIENCE

- 4+ years of experience either in-house or at an agency performing marketing communication efforts.
- Proven experience and portfolio leading communications strategies for a non-profit.
- Oversight of paid advertising campaigns.
- Up-to-date on latest marketing trends and best practices for non-profits.

## RECOMMENDED EXPERIENCE

- Implementation and oversight of the Action Network platform.
- Media relationships within healthcare, governmental, or organizational spheres.
- Google Analytics Individual Qualification
- Previous work with creatives, or basic experience with the Adobe Suite.

## HOW TO APPLY

- ❖ **Please send:** Resume, cover letter and two writing samples, list of 3 professional references with contact information (phone/email) to **Jobs@drsforamerica.org**
- ❖ **Start Date:** Available now - to be hired as soon as possible
- ❖ **Salary/Benefits:** Competitive salary, health care, vacation, sick days and Fidelity Simply IRA (employer match).