



## Digital Communications Strategist – Job Opening

Doctors for America (DFA) is a national grassroots organization that mobilizes thousands of doctors and medical students across the country to advocate for a system that provides equitable, universal healthcare to everyone. DFA amplifies the voice of progressive physicians through education and advocacy training to put patients over politics and profits.

### **Job Overview:**

Doctors for America is seeking a Digital Communications Strategist to oversee all our communications, and outgoing marketing and public relations 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.

- **Reports to** DFA Executive Director
- **Position classification:** Exempt, full time

### **Job Duties:**

As DFA's Digital Communications Strategist, your first job will be organizing, prioritizing, and implementing a marketing strategy based on the foundation previously crafted for the organization. This may include, but is not limited to:

- 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.
- Drafting press releases and statements related to ongoing new stories, to get our message to the right parties
- Communicating with and selecting vendors to assist with your communications strategies.

- Reporting to various stakeholders and recommending improvements to current ongoing campaigns.

**Requirements and qualifications:**

- 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.
- Current on latest marketing trends and best practices for non-profits.
- 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.

**Checklist:**

- **How to Apply:** Please submit your resume, cover letter, and portfolio of past work to include one press release, and one campaign communications plan to [karla.pratt@drsforamerica.org](mailto:karla.pratt@drsforamerica.org) Include subject line: Last Name – Digital Communications Strategist.
- **Start Date:** Available now
- **Salary/Benefits:** Competitive salary, health & dental insurance, vacation, sick leave, and employer match retirement plan.