



## **Director of Media and Communications**

United States of Care is seeking an experienced media and communications professional to join its growing team. The mission of United States of Care is to ensure that every single American has access to quality, affordable health care regardless of health status, social need, or income. As a newly formed non-partisan non-profit, we are building and mobilizing a movement to achieve long-lasting solutions that make health care better for everyone. United States of Care will help make it happen by working with Americans from across the country: patients and caregivers, advocates, physicians and other clinicians, policymakers, and business, civic, and religious leaders.

### **Position Description**

The Director of Media and Communications is a dynamic, outcomes-driven leader responsible for the design and implementation of United States of Care's media and communications strategy. The Director will build and lead a robust media and communications function; develop US of Care's people-centered brand; develop and execute messaging campaigns in support of US of Care's policy campaigns; and leverage media to amplify strategic communications to advance US of Care's policy objectives and shift the national conversation around health care access. The Director will also work closely with the Senior Director of Development to ensure consistent branding and messaging.

The ideal candidate is positive, creative, nimble, and proactive, and brings experience leading at the intersection of big-picture thinking and excellent tactical execution. The Director will build and lead a team that is strategic and forward thinking, agile, and thrives in tackling challenges and will be comfortable driving towards success through ambiguity. This candidate has experience in building a communications department from the ground up, using strategic communications and storytelling to drive a national narrative, and is an excellent written and verbal communicator. A key part of this role will also be to leverage the collective expertise of an internal cross-departmental team, as well as a range of external advisors, to align the organization's public persona with internal priorities.

## **Responsibilities and Duties**

### ***Develop and Execute Support to Advance Policy Solutions and Drive a New National Narrative***

- Develop and execute a vision for driving a new national discussion on health care in line with US of Care's mission, and utilize listening research and priority policy areas;
- Develop and execute communications, media, and public opinion strategy for policy campaigns by creating evolving messages and products; manage external and media relations; and utilize messengers to advance campaign objectives;
- Serve as internal subject-matter expert on using targeted messaging, storytelling, amplification, and earned media to shift public opinion;
- Develop engagement strategies with key audiences to ensure campaign success.

### ***Brand Development and Management***

- Manage US of Care's brand and messaging strategy to position US of Care as a thought leader in health care policy, overseeing a portfolio of branded collateral and products, website updates, social media, e-news and other online channels;
- Develop short- and long-term goals and desired outcomes in relation to brand equity, influence, and name recognition;
- Develop, manage and implement the organization's narrative and evolving messaging;
- Review all advocacy and communication material to ensure brand consistency;
- Develop and implement integrated content strategy with Management team and other staff;
- Produce collateral and campaign assets to support the Development team's fundraising goals;
- Organize, support, and/or participate in online and in-person events to bring visibility to US of Care's work;
- Represent US of Care at events, forums, and partnership engagements as appropriate for the role.

### ***Media***

- Oversee the strategy and implementation of US of Care's content creation and calendar;
- Create and execute press strategy, including pitching and placement of pieces;
- Strengthen US of Care's media relations efforts by proactively engaging in outreach and ensuring the organization is a go-to resource for reporters;
- Develop and implement a plan to increase and diversify the US of Care's media contacts and target publications;
- Provide fresh thinking and ideas related to digital and culturally relevant content;
- Oversee message and media training, preparing senior staff and key spokespeople to engage with the media.

### ***Strategy, Team Building and Management***

- Build and manage a diverse team to accomplish all Communications and Media goals;

- Facilitate staff development by providing growth opportunities and support;
- Regularly train, coach, evaluate, and recognize staff performance and accomplishments;
- Establish, adhere to, and manage the Communications department budget;
- Set vision for and manage several large projects at once and prioritize work for the Communications and Media team.

### **Qualifications**

- Bachelor's degree preferred;
- 8-10 years of experience at increasing levels of responsibility and leadership, at agency, campaign, government, and/or advocacy organizations;
- Experience in health care, public health, or another national issue preferred;
- Extensive writing and editing experience;
- Strong existing relationships with media and proven tactics for engagement;
- Track record of using strategic communications to drive a national narrative;
- Proven ability to engage with grassroots and/or grassroots storytellers to amplify a message;
- Experience in an organization with a campaign mindset;
- Innovative thinker with a track record for translating strategic thinking into action plans, outputs, and results;
- Action-oriented, entrepreneurial, adaptable, and innovative approach to leadership, preferably including experience in a start-up atmosphere;
- Proven ability to develop, inspire, and manage a diverse team of professionals;
- Strong commitment to the organization's mission to ensure every American has access to quality, affordable health care;
- Dedication to operating in a diverse, bipartisan, learning atmosphere exploring multiple policy solutions to achieve that mission.
- Commitment to prioritizing diversity equity and inclusion principles in all your work, including utilizing organization's equity lens to inform all work.

### **Compensation and Location**

United States of Care offers a very generous benefits package including medical, dental and vision insurance; 403b with match and paid time off. This position is full-time with location in Washington, D.C. or Minneapolis, MN preferred but not required. The salary range for this position is \$95,000 to \$125,000 depending on experience and location.

Interested candidates should email resume and cover letter to [jobs@usofcare.org](mailto:jobs@usofcare.org). Please include "Director of Media and Communications" and your last name in the subject line. In your cover letter please include how you heard about this position.

*We are an Equal Opportunity Employer that values a multicultural, diverse working environment. Applicants of diverse backgrounds are welcomed and encouraged to apply. We prohibit discrimination of employment, promotion, compensation, terms, conditions, or privileges of employment based on gender, disability, race, age, national origin, color, creed, sexual orientation, sex (including marital and parental status),*

*gender identity and expression, religion, economic status, ethnic identity, veteran's status, or any other basis prohibited by applicable law.*