



Job Description: Marketing Associate, The Leapfrog Group Washington, DC

Summary

The Leapfrog Group is a highly visible, national nonprofit organization representing private sector purchasers of health care who advocate improvements in the quality, safety and value of health care. We are currently seeking candidates for the position of Marketing Associate, reporting to the Director of Business Development. Leapfrog's signature programs include the annual Leapfrog Hospital Survey, the Leapfrog Hospital Safety Grade, the Leapfrog Value Based Purchasing Program and the new Ambulatory Surgery Center Survey.

The Marketing Associate will play a key role within the business development team to ensure that Leapfrog's marketing materials are clear, concise and effective. The successful candidate will be highly motivated, detail-oriented, and self-directed. He or she will be comfortable engaging with current and prospective clients in a professional and polished manner. The ideal candidate will be detailed oriented and comfortable working within project deadlines and must be a team player who shares in Leapfrog's drive to change health care.

Key Responsibilities and Objectives for Performance

1. Support Marketing Campaigns and B2B Communications

- Draft and maintain digital and social media marketing materials for B2B communications & marketing campaigns, including websites, blogs, PowerPoint presentations, webinars, podcasts, and direct email campaigns
- Draft traditional print collateral materials for sales calls and conferences, including brochures and exhibit booth materials
- Collaborate with staff and existing customers to generate case studies and white papers

2. Support Sales Efforts

- Help conduct basic market research & stratification to identify sales opportunities
- Draft appropriate messaging for identification of qualified prospects
- Draft messaging for campaigns to build a sales pipeline
- Help solicit sponsors and exhibitors for Leapfrog's Annual Meeting and Awards Dinner
- Participate in conferences and trade shows, staffing Leapfrog's exhibitor booth and attending networking events
- Assist with invoicing, collections, and sales analytics

3. Provide Stellar Customer Service and Support

- Support business development activities with customer service communications
- Develop content and assist in the presentation of calls and webinars for current and prospective clients

Qualifications

Required Qualifications

- A passion for Leapfrog's mission to improve the safety and quality of health care in the United States
- Excellent written and oral communication skills
- Proven effectiveness in a business environment, preferably health care related
- Intermediate to advanced knowledge of Microsoft Word, Excel, and PowerPoint
- An ability to thrive in a small-team environment and work side-by-side with other staff, consultants and agencies
- An ability to initiate and lead projects and manage multiple assignments with deadlines
- An ability to provide professional and expert service to prospects and customers
- A bachelor's degree, preferably in Communications, Marketing or a related field

Preferred Qualifications

- Prior experience in a B2B health care software as a service or solutions business
- Intermediate to advanced knowledge of Salesforce.com and proposal platforms such as PandaDocs
- Intermediate to advanced knowledge of a graphic design platform such as InDesign
- 1-2 years of experience and proven accomplishments in a marketing support role with direct experience in graphic arts, creative writing and marketing campaigns

Terms of Employment

This will be a full-time position based in the Washington, DC, office. The position will involve infrequent overnight travel to participate in conferences and trade shows. A competitive salary will be offered, reflective of the chosen candidate's experience and training. The Leapfrog Group offers its employees a comprehensive and highly competitive benefits package, including: health, dental/vision, disability, and life insurance; a 401(k) with significant employer contributions; transit subsidy; and paid vacation, sick time, and paid parental leave.

Application Instructions

Send a cover letter plus resume *by email only* to HR@leapfroggroup.org with the subject line Marketing Associate.