



Communications Manager

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 for improvements in the quality, safety and value of health care. We are currently seeking candidates for the position of Communications Manager, reporting to the Chief Operating Officer, to join Leapfrog's impactful team.

Key Responsibilities

The successful candidate will achieve the following:

1. External communications strategy and implementation

- Elevate Leapfrog's strong presence on social media networks, including increasing followers, facilitating interaction with other users, and connecting to stakeholders
- Lead Leapfrog' public relations firm on press release development, media pitching and outreach strategies
- Develop communications and mailing materials, including PowerPoint presentations for management staff, brochures, letters, template materials for stakeholders, and other collateral
- Execute Leapfrog's monthly electronic newsletter, including providing content and writing articles for inclusion
- Implement content and design updates to The Leapfrog Group and Leapfrog Hospital Safety Grade websites, including work with Leapfrog's external web development team

- Draft and edit content for publications, articles, and blogs as needed
- Closely monitor trends and thought leadership related to Leapfrog's positioning in health care in order to suggest public reaction and response

2. Meeting and event support

- Oversee content planning of Leapfrog's Annual Meeting, including agenda development and speaker recruitment
- Promote Annual Meeting attendance over social media and to stakeholder groups
- Schedule and facilitate regular calls, webinars and meetings with key Leapfrog constituents, including stakeholder coordination, agenda setting, and minutes recording
- Assist with agenda setting and speaker recruitment for ad-hoc meetings as requested
- Bring a highly organized and creative approach to event planning

3. Achieve results within a team.

- Support leadership in communications and strategic planning
- Lend leadership and insight to organization-wide projects, outside membership and communication activities, as necessary
- Collaborate internally to ensure consistency in Leapfrog messaging and branding
- Provide insight and technical assistance at various stages of a project from pre-implementation planning and meeting scheduling to post-event and program evaluation
- Demonstrate a detailed understanding of The Leapfrog Group, the Leapfrog Hospital Safety Grade, the Leapfrog Surveys, and other initiatives to be able to expertly advise staff and external stakeholders
- Represent Leapfrog at key meetings and events

Qualifications

The ideal candidate will be an individual who has:

- Minimum of 5 years experience with proven accomplishments in project coordination and communications



- Achievements managing social media for an initiative or organization
- Preference for experience with a website development platform such as Drupal or WordPress (though no coding skills required), as well as proficiency with design platforms such as Canva, Photoshop, and InDesign
- Bachelor's degree, preferably in a communications field
- Interest in the movement for health care quality and patient safety
- Advanced written and oral communications skills

Terms of Employment

The position is a full-time, hybrid location position, with at least 2 days a week at Leapfrog's offices in Washington, D.C. Leapfrog offers a robust benefits package including 90% coverage of health benefits (employee and dependents), fully paid short- and long-term disability and life, significant contribution to 401K plan, paid parental leave, and other noteworthy benefits including transit and education.

Leapfrog is an equal opportunity employer and strongly encourages diversity in its staff, board, and advisory committees.

Application Instructions

Send a cover letter, writing sample and resume by email only to HR@leapfrog-group.org.