



## Communications Coordinator

### 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 Coordinator, reporting to the Director of Communications, to join Leapfrog's impactful team.

### Key Responsibilities

The successful candidate will achieve the following:

#### 1. Social Media Management

- Develop and manage daily posting on Leapfrog's social media channels including Facebook, X/Twitter, Instagram, and LinkedIn
- Elevate Leapfrog's strong presence on social media networks, including increasing followers, facilitating interaction with other users, and connecting to stakeholders

#### 2. Graphics and Materials Development

- Design graphics on Canva to be used in daily social media posts
- Edit videos as needed for social media and Leapfrog's website
- Develop communications and mailing materials, including PowerPoint presentations for management staff, brochures, letters, template materials for stakeholders, and other collateral using Canva and Adobe InDesign
- Execute Leapfrog's monthly electronic newsletter and ad hoc emails through MailChimp, including template design and managing the database with support from Director of Communications
- Draft blog, website and newsletter content as needed

#### 3. Meeting and Event Support

- Assist in the planning and execution of Leapfrog's Annual Meeting under the direction of the Vice President for Development and Director of Communications
- Promote Annual Meeting attendance over social media and to stakeholder groups
- Bring a highly organized and creative approach to event planning
- Assist in the logistics and materials development for Leapfrog Zoom Webinars and meetings

### Qualifications

The ideal candidate will be an individual who has:

- 2-3 years experience with proven accomplishments in communications and/or marketing



- PR Agency experience is a plus, but not required
- A proven ability to initiate and coordinate projects and handle multiple assignments simultaneously
- Excellent skills and experience with Microsoft Word, Excel and Outlook
- High proficiency in design platforms such as Canva and the Adobe Creative Suite
- Preference for experience with a website development platform such as Drupal or WordPress (though no coding skills required)
- Preference for experience with SEO and Paid Search
- Bachelor's degree, preferably in a communications or marketing field
- Interest in the movement for health care quality and patient safety

### **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](mailto:HR@leapfrog-group.org).