



**Senior Communications Specialist
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 Senior Communications Specialist, reporting to the Vice President of Administration, to join Leapfrog's growing communications and marketing team.

Job Description and Objectives for Performance

1. External communications strategy and implementation

- Enhance Leapfrog's strong presence on social media networks, including increasing followers, facilitating interaction with other users, and connecting to stakeholders
- Work closely with Leapfrog' public relations firm on press release development, media pitching and outreach strategies
- Draft communications and mailing materials, including PowerPoint presentations for management staff, brochures, letters, template materials for stakeholders, and other collateral
- Oversee Leapfrog's monthly electronic newsletter, including providing content and writing articles for inclusion
- Perform content and design updates to The Leapfrog Group and Leapfrog Hospital Safety Grade websites, including work with Leapfrog's external web development team
- Edit and draft 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
- Support planning for 20th Anniversary Gala in 2021
- 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 organization-wide strategic planning
- Lend leadership and insight to organization-wide projects outside membership and communication activities as necessary
- Collaborate with marketing and business development teams 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

Requirements

- Minimum of 3 years' experience with proven accomplishments in project coordination and communications
- Achievements managing or coordinating 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

This will be a full-time position based in the Washington, DC, office. 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 and parental leave.

Application Instructions

Send a cover letter plus resume by email only to HR@leapfrog-group.org with the subject line "Senior Communications Specialist."