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Associate, Communications

About the Peterson Center on Healthcare

The Peterson Center on Healthcare (the “Center”) is a non-profit organization dedicated to making higher quality, more affordable healthcare a reality for all Americans. The organization is working to transform U.S. healthcare into a high-performance system by finding innovative solutions that improve quality and lower costs, and accelerating their adoption on a national scale. Established by the Peter G. Peterson Foundation, the Center collaborates with stakeholders across the healthcare system and engages in grant-making, partnerships, and research.

About the Peterson Foundation

The Peter G. Peterson Foundation (the “Foundation”) is working to secure a healthy, growing economy by addressing America’s long-term fiscal challenges. The Foundation partners with leading policy experts, elected officials and the public to build support for solutions to put America on a sustainable fiscal path. As a non-partisan organization, the Foundation engages in grant-making, partnerships, and research to educate and involve Americans from a variety of perspectives.

Position Description

The Associate, Communications will support communications activities across the Center’s key program areas, including state capacity building to increase healthcare affordability, national efforts to improve health data transparency and a new digital health technology initiative. In this role, you will also play a vital role in shaping the Center’s external presence and work closely with senior leaders to engage key stakeholders — including policymakers, academics, industry thought leaders and the media, and elevate the Center’s profile.

The Center operates as an independent organization alongside the Foundation, and works to influence markets, practitioners, and governments to bring more value to the US health system. While the Center and the Foundation have different audiences, impact for one means impact for all, which is why this position uniquely sits at the intersection of the two organizations. The Associate, Communications will report to the Associate Director, Communications for the Center and will work with the Manager, Communications and Vice President, Communications and Public Affairs. Additionally, the Associate will work closely with the broader communications team at the Foundation.

If you have a passion to drive meaningful impact through successful communication strategies, we invite you to join our team and contribute to the Center’s mission of making higher quality, more affordable healthcare a reality for all Americans.

Primary responsibilities include:

- Develop and curate engaging content across our digital platforms, including, website, social media, and newsletters. Collaborate with internal teams and external partners to gather information to create content that aligns with our mission and resonates with our target audiences.
- Contribute to the development of email marketing campaigns, including drafting and designing newsletters. Monitor performance metrics and implement improvements to increase engagement and conversion rates.
- Contribute to our social media presence, including creating content, scheduling and publishing posts, monitoring engagement and responding to comments and messages. Work with our agency partners to analyze social media analytics to track and optimize performance.
- Maintain and update our website to ensure content is relevant and accurate. Collaborate with our web development and website analytics agency partners to implement website improvements and troubleshoot issues.
- Aid in preparing executive thought leadership for the Center principals and senior staff, including market research, briefing documents, and contributing to presentations and other materials for internal and external meetings, as well as conferences, media and other speaking opportunities.
- Provide strategic communications input to program leads, colleagues, grantees and partners at the Center to reach and influence target audiences in support of programmatic goals.
- Support Manager, Communications in coordinating annual conference and event calendar throughout the year.
- Contribute to the management of project plans and timelines.

Requirements:

- At least three (3) years of professional work experience in Communications. Experience in healthcare communications preferred.
- Bachelor's degree in communications, public policy, journalism, or a related field required.
- Ability to work with a broad array of communication styles, formats and distribution channels.
- Strong written and verbal communication skills, with the ability to adapt messaging for different audiences and platforms.
- Experience with content management systems (i.e. Wordpress), CRM tools (i.e. HubSpot) and social media management tools (i.e. Hootsuite).
- Ability to write concisely, clearly and accurately.
- Strong interpersonal skills with the ability to collaborate and build relationships with diverse stakeholders across a variety of levels and roles.
- Creative thinker who is resourceful in solving problems.
- Ability to work under tight deadlines, displaying strong organizational and project management skills.
- Enthusiasm for and strong commitment to the Center's mission.
- In order to build productive relationships across the organization and to ensure effective collaboration, this role requires in-person presence in accordance with the organization's hybrid schedule of working in the office three days per week (Monday/Tuesday/Thursday).

Salary and Benefits

We anticipate that the starting base salary range for this position will be \$75,000 to \$80,000, plus eligibility for an annual discretionary bonus. In addition, we offer a generous benefits package designed to support employee health and well-being, including comprehensive health insurance, a substantial 401k match, paid time off, a hybrid work schedule and other flexible work policies.

To Apply

We are a dynamic, growing organization that embraces critical thinking, problem solving and innovative ideas. If you have relevant experience and qualifications, please send your resume to careers@petersonhealthcare.org

The Peterson Center on Healthcare and the Peter G. Peterson Foundation are proud to be equal opportunity employers and encourage candidates of all backgrounds to apply to our organization. We offer a welcoming community that respects each individual and fosters a diverse set of experiences, perspectives, skills and ideas. We are committed to building a workplace in which every team member can thrive personally and professionally and contribute to our mission.



Learn how we're helping to secure a brighter future.

Visit The Peter G. Peterson Foundation

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