



ADVOCATES FOR  
COMMUNITY HEALTH  
United for Health and Innovation

**POSITION TITLE:** Communications, Marketing & Membership Manager

**LOCATION** Washington, D.C.

**TRAVEL:** Occasional

### **POSITION SUMMARY**

Advocates for Community Health (ACH)—a Washington-based nonprofit that strives to advance the delivery of health care to underserved populations and cultivate new opportunities to achieve health equity in support of patients and communities in need—is seeking a communications, marketing and membership manager. The communications, marketing, and membership manager will assist in managing a diverse portfolio of responsibilities including ACH's digital marketing, membership retention and recruitment, and strategic communications. This position requires relationship management, customer service, database management, marketing, and communications skills. The ideal candidate must have a proven track record of successful marketing management, communications, and outreach skills and the ability to multi-task while working in a fast-paced environment. This position will also help to fulfill general administrative functions pertaining to other activities within ACH. The communications, marketing, and membership manager will be working as part of a communications team and supporting consultants that is led by ACH's senior vice president of communications, marketing and membership.

### **RESPONSIBILITIES/DUTIES**

- Support execution of ACH's integrated communications strategy, including storytelling, media relations, public policy, and advocacy efforts
- Manage ACH's digital marketing efforts, including website, social media, blog, and mass email
- Provide excellent customer service and support to members and partners
- Develop and execute strategies for retention and acquisition of ACH members
- Develop and execute editorial calendar for multi-faceted communications to reach ACH's communications and marketing goals
- Manage membership and communications database
- Track and analyze key progress indicators (KPIs) and support other departments, as requested, in the use of organizational data
- Plan and execute outreach events and other opportunities to promote membership and organizational engagement

### **QUALIFICATIONS**

- 3-5 years' experience in healthcare policy, nonprofit, or membership-based organization
- Communications or digital marketing experience
- Experience in a fast-paced work environment
- Strong strategic planning and written communications skills
- Ability to implement membership recruitment and retention plans
- Strong database management skills

- Analytical skills: communications metrics and analytics, evaluation of programs, surveys
- Web interface and social media experience
- Ability to plan, set and meet timelines
- Ability to recognize opportunities for growth and design communications/marketing plan for that opportunity
- Passion for advocacy work and commitment to ACH's mission

### **ADDITIONAL SKILLS**

- Highly organized self-starter
- Creative problem-solving skills
- Ability to prioritize and multi-task
- Strong work ethic
- Teamwork skills
- Analytical skills
- Clear and effective communication

### **BENEFITS**

- Generous PTO plan including paid holidays
- Health, Dental, Vision, STD, LTD and Life Insurance plans offered
- Access to ACH's 403(b) retirement plan
- Company laptop and cell phone

*To apply, please submit a resume and cover letter to [info@advocatesforcommunityhealth.org](mailto:info@advocatesforcommunityhealth.org)*