



## ***Digital Communications Specialist***

*Based in California*

### **Position Summary:**

Health Access, the state wide health care consumer advocacy coalition, seeks a Digital Communications Specialist with experience in digital advocacy and graphic design to assist in developing and coordinating Health Access' state wide communications strategies and public outreach campaigns. This includes targeting, planning, coalition building, working with policy staff and supporting organizers in efforts to build advocacy and organizational capacity via web, social media, and graphic elements to advance a dynamic Health Access policy agenda. Excellent communication, work ethic, and passion for health care policy and equity are essential.

The position can be based in Health Access' Sacramento headquarters or as a remote position anywhere in California and will be directly supervised by our Communications Director based in Sacramento. There may be some travel in the state to various regional offices and events.

### **Specific responsibilities include:**

- Independently manage organization's digital presence and maintain brand cohesion through:
  - Social Media:
    - Develop and maintain engaging online social spaces that expand the awareness of Health Access and increase reach and target audiences via social platforms (e.g. Facebook, Twitter, Instagram, YouTube, TikTok, etc.)
    - Lead social media strategies and messaging for multiple, simultaneous communications campaigns.
    - Write content, create graphics, schedule posts, and respond timely to interactions with consumers and organizations.
    - Manage paid boosts and ads.
    - Set growth goals and monitor progress through tracking and reporting social media analytics related to the performance of Health Access' communications.
  - Website:
    - Develop interactive content for webpages, troubleshoot performance issues, coordinate with external contractors, and work with policy and organizing staff to keep legislative and campaign pages up to date.
    - Ensure timely and accurate compilation of links to fact sheets, sample letters from our partner organizations, and other resources on webpages.
    - Maintain Health Access' blog, which may include writing blog posts, editing posts for content, grammar, and cohesiveness, and updating the blog webpage.
    - Develop and manage content for coalition websites.

- Continually assess user experiences and adjust as needed including identifying and creating new webpages and archiving pages.
    - Add and update graphic content such as photos and informational graphics.
  - Graphic Design:
    - Manage the production of graphic design for organizational communications, both in-house and through contracting agreements.
    - Work with staff to identify the strongest messaging and visual components to successfully execute campaign priorities and move audiences to action.
    - Ensure that digital channels and communications are consistent with the Health Access brand and best practice standards set by the Communications Director.
    - If background allows, layout the design of reports, e-newsletters, and other organizational materials, as well as create video content.
- Support earned and coalition communications in collaboration with Communications Director to:
  - Assist in planning and executing media events and press conferences.
  - Build and maintain state-wide and regional press lists.
  - Research media markets, develop relationships with new media partners.
  - Conduct outreach to media.
  - Track media mentions.
  - Draft and edit campaign materials as needed, e.g., press releases, listserv emails, fact sheets, talking points, op-eds, letters to the editor, etc.
  - Assist with internal communications.

### **Qualifications and Requirements:**

- Bachelor's degree or equivalent relevant work experience;
- At least 3 years of digital communications experience (i.e., website content development, social media management, digital design etc.) preferably in a non-profit environment.
- General familiarity with health policy issues, California state politics, or nonprofit advocacy, especially as it relates to electoral politics.
- Ability to work independently and as part of a team, while self-motivated in managing several projects simultaneously and adjusting to frequently shifting immediate demands, while maintaining a perspective on long-term goals.
- Have strong organizational skills, and ability to stay focused with attention to detail.
- Background in digital analytics tools and digital subscription software, e.g., Google Analytics, Twitter Analytics, and Meltwater.
- Design background using Canva, Adobe Pro, InDesign, or similar platforms.
- Passion for the organization's goals of quality, affordable, and equitable health care for all Californians.

### **Language and Communication Skills:**

- Strong writing skills and experience.
- Ability to understand and communicate complicated legislative policy to a lay audience.
- Ability to write professional correspondence.
- Public speaking experience a plus.
- Spanish language fluency a strong plus but not required.

### **Compensation and Benefits:**

The anticipated salary range is \$55,000-\$63,000, though the successful candidate could be hired above or below this range depending on qualifications. Benefits are competitive and include health insurance, Wi-Fi and phone reimbursement, 401(k) retirement plan with 7% employer match, 10 paid vacation days within the first year, 3 personal days, 12 days of sick time, and 12 paid holidays a year.

### **Work Environment:**

The noise level in the work environment is usually moderate to loud, as multiple telephone conversations and normal office equipment continue throughout the day. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This is a full-time position that may require work outside of the typical 9-5 workday (i.e., weekend and evening events).

### **About Health Access:**

A non-profit organization dedicated to achieving quality, affordable health care for all Californians, Health Access is the state-wide health care consumer advocacy coalition of organizations representing seniors, children, people with disabilities, immigrants, communities of color, health care professionals, people of faith, labor, and working families. For over 30 years, Health Access has been a leader in the state's health care reform movement, including as the lead coalition working to pass, implement, improve and defend the Affordable Care Act in California. Health Access was the leading sponsor of the California HMO Patient Bill of Rights, the Hospital Fair Pricing Act, coverage expansions including opening Medi-Cal to all income-eligible children, young adults and seniors regardless of immigration status, and best-in-nation consumer protections on timely access to care, surprise medical bills, and prescription drug prices.

Health Access offers a competitive salary with excellent benefits including health, life and disability insurance, 401k savings plan, and a fast-paced but casual work environment.

Promoting diversity is integral to the mission of Health Access. Health Access seeks applicants for all positions without regard to race, color, religion, national origin, ancestry, sex, age, sexual orientation, gender identity, marital status, veteran status, or physical or mental disability. Health Access embraces equality of opportunity and treatment for all employees in all employment matters.

### **How to Apply**

Please submit a cover letter, resume, contact information for three references to [jobs@health-access.org](mailto:jobs@health-access.org) When applying, please write "*Digital Communications Specialist position*" in the subject line. Salary and title commensurate with experience.