

Communications Specialist Position Description



Preeclampsia Foundation

Established in 2000, we are the only national 501(c)(3) not-for-profit patient advocacy organization serving the 5-8% of pregnant women - 300,000 women each year in the U.S. - who are affected by hypertensive disorders of pregnancy such as preeclampsia (formerly known as toxemia), eclampsia and HELLP syndrome. We are advised by a medical board comprising the top medical and scientific experts in preeclampsia and related fields, additionally collaborating with other non-profit organizations, governmental agencies, academic institutions, and corporations to achieve our mission.

Our Purpose

To improve the outcomes of hypertensive disorders of pregnancy by educating, supporting, and engaging the community, improving healthcare practices, and finding a cure.

We envision a world where preeclampsia no longer threatens the lives of mothers and babies.

Position Description

Reporting to the Director of Communications and Engagement, the **Communications Specialist** is a member of the communications team whose primary focus is developing and implementing communication strategies and messages to reach and engage the Black, Indigenous, and People of Color (BIPOC) communities, some of whom are at greatest risk for hypertensive disorders of pregnancy and long-term complications. The position will identify and connect with various organizations, influencers and media channels to extend the Foundation's communications and education messages to new audiences, and to ensure that HDP research includes historically under-represented BIPOC communities, as part of the Foundation's strategy to achieve maternal health equity.

While this position's focus will be specific engagement with communities of color, general communications duties such as newsletter writing, campaign development, web content creation and communications support of the Foundation's many initiatives will be central to this position.

Responsibilities

1. **Communications Strategy & Implementation** – The Foundation has an important message of patient education and empowerment. This is consistent regardless of audience but given the heightened risk and poorer outcomes associated with the BIPOC communities and preeclampsia, our communication strategy needs special focus to reach these at-risk audiences. Projects include but are not limited to:
 - a. Conduct audience research and evaluation of communications and marketing programs, including formative, process, and outcome evaluation.
 - b. Write and edit content for both print and web including e-newsletter, print materials, Foundation website, etc.

- c. Develop strategies and materials for creating key messages, fact sheets/infographics, social media posts and creative digital materials.
 - d. Provide regular analytical assessment of diversity communications strategies to provide benchmarks.
 - e. Assess, plan, and implement new or novel communication strategies for dissemination of information to organizations who serve BIPOC communities.
2. **Relationship Building** – Disparities in maternal health will not be solved alone. While the Preeclampsia Foundation is a leader in hypertensive disorders of pregnancy, our success will be a result of collaboration in the field of maternal health quality improvement. This position will work with senior leadership in helping identify and steward collaboration with organizations & individuals whose shared goals can further our collective agendas and save the lives of all mothers and babies.
3. **Programmatic Support** – The Foundation has several key initiatives to address racial disparity in hypertensive disorders of preeclampsia, including the continued role of our Racial Disparities Task Force. Programmatic priorities like the Racial Disparity Task Force, educational material development, communication partnerships, etc. need staff support, so the Communications Specialist will help provide administrative support and communication for these project areas through the lens of diversity and inclusion of BIPOC communities.
4. **Online Presence**
 - a. Website. As a member of the Communications Team, contribute to web content to ensure relevant and current information is consistently posted (article links, stories, events, etc.)
 - b. Social Media. Participate in the development of social media strategy, including Facebook, Twitter, YouTube, Instagram, LinkedIn, Pinterest, TikTok, and others as evolving social media platforms. Help identify influencers and sites interested in sharing our message.
5. **Communication support of Foundation initiatives**
 - a. Collaborate on development and marketing of patient education materials including a focus of reaching BIPOC communities both with culturally appropriate messaging, new and improved tools, and distribution.
 - b. Work with both patients and providers to create education tools that serve their needs and educate and inform about preeclampsia and hypertensive disorders of pregnancy.
 - c. Coordinate with MoMMA’s Voices Project Manager to ensure that BIPOC patient advocates are identified, provided with training, and connected with state- and national-level quality improvement opportunities.
 - d. Support diversity initiatives in the Patient Advisory Council, Promise Walk for Preeclampsia, and other community-based programs.
 - e. **Support the Preeclampsia Registry.** Representation of BIPOC communities in preeclampsia research is a priority. This position will help develop messaging and distribution to reach potential enrollees and help understand obstacles to participation. Look to partners who can help spread the message of the importance of representation in research and build trust and credibility for participation in the Registry and Foundation-supported research studies.

Qualifications

- Bachelor's degree in Communications, Journalism, Public Relations, or a related field.
- 3- 5 years' experience in communications (preference to health, maternal health, racial equity).
- History of working, living, volunteering, and/or supporting BIPOC communities.
- Excellent writing/editing and verbal communication skills.
- Works well under pressure and meets tight deadlines.
- Highly computer literate with capability in email, MS Office and related business and communication tools.
- Content writing and creation experience for all media platforms.
- Proven social media, analytics, and networking expertise.
- Strategic and creative mindset.
- Meticulous attention to detail.
- A portfolio of work available for review.
- Ability for occasional travel required.
- Experience with small, non-profit organizations, a plus.
- Familiarity with scientific, health or disease-specific communications, a plus.
- Bilingual in English and Spanish, a plus.

Location: Melbourne, FL

Travel: Occasional travel may be required, 1-2 times per year. Pre-approved travel costs will be covered by the Foundation.

Salary and Benefits:

- Small non-profit patient advocacy organization; Compensation commensurate with candidate's experience (range: \$45,000 to \$49,000)
- Medical, employer pays half of employee's premium
- Dental, and Vision Insurance
- Employee Assistance Program (counseling, coaching, professional development)
- Life Insurance
- 401(k) option
- Paid time off

To apply for this position:

- Please email detailed resume with cover letter and 3-5 writing samples to HR@preeclampsia.org with the position name in the subject line.

Preeclampsia Foundation provided the following inclusive hiring information:

We are an equal opportunity employer and considers all qualified applicants equally without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.