



Position Description

Communications Associate (Full-time, Remote)

About the role

HealthBegins, a national mission-driven healthcare consulting firm based in California, is accepting applications for a communications associate to work alongside the entire HealthBegins team. Reporting to the Communications Director, **the Communications Associate will handle a broad range of responsibilities in order to support fellow team members and maximize HealthBegins' reach and engagement with core audiences.** We are seeking a highly skilled, hard-working, and dedicated individual who is interested in a long-term commitment to the organization. This is a full-time, salaried position.

About HealthBegins

Founded by physicians and public health experts, HealthBegins is a social enterprise that believes that health care is better when it routinely addresses “upstream” social and environmental conditions that make people sick, especially for our most vulnerable patients and communities. HealthBegins advances a culture of health by mobilizing and equipping health professionals to improve care and the social and structural determinants of health, including structural racism. Drawing on firsthand experience of building and leading healthcare improvements, HealthBegins is a leading network for “Upstreamists,” professionals who systematically integrate clinical care and community health efforts. We provide strategic consulting, improvement, and training solutions. Led by Dr. Rishi Manchanda, HealthBegins has activated thousands of providers, educators, payers, and community partners around the world to improve care and the social factors that make people sick in the first place. For more information, please visit www.healthbegins.org.

Major responsibilities

This position will maximize HealthBegins' reach and engagement with core audiences/community, ensure consistency of HealthBegins' brand and voice in all communications, and support HealthBegins communications strategy and online community engagement through the following responsibilities:

- Draft blog posts, such as webinar highlights, updates on significant HealthBegins news, and summaries/links to partner content
- Manage social media and increase ongoing online engagement with HealthBegins' network and the healthcare community
 - Set up and implement social media and communication campaigns to align with marketing strategies
 - Provide engaging text, image, and video content for social media accounts
 - Monitor, maintain, and grow HealthBegins' social media presence, with a priority on building community and maximizing engagement
 - Explore new content/communication formats and creative opportunities to

- build community and boost brand awareness
- Support production of webinars
 - Coordinate logistics and manage production of HealthBegins' bimonthly webinars
- Update and support maintenance of HealthBegins website
 - Regularly update the HealthBegins website with new information and content
 - Compile key data analytics on website usage, webinars, social media, and email campaigns, on a monthly basis
- Support communications and marketing efforts
 - Support collaborative relationships and coordinate communications projects with clients and partners
 - Maintain an updated list of HealthBegins email subscribers in Mailchimp
 - Build, obtain input on, and send weekly email blasts
 - Curate important news, events, and trends related to our core work
 - Field incoming media and speaker requests, triage appropriately, and lead internal request review meetings
 - Support relationships and communicate with media contacts
 - Schedule and manage communications and promotions campaigns
 - Support maintenance of the brand guide and other communications materials
- Support tracking and reporting of HealthBegins' reach and engagement using clear metrics across communications assets and channels

Attributes include:

Professional demeanor, utmost discretion and ability to maintain high level of confidentiality, very well organized, great attention to detail, proactive, team player, strong interpersonal skills, comfortable with change and ambiguity, shares our core values and commitment to equity, an intellectual curiosity about social determinants of health and health equity, and willingness to work outside of the job description to help our team and mission succeed. Must be able to work on a diverse team and with a diverse range of people.

Required skills and qualifications include:

- Superior writing and verbal communication skills
- Clear understanding of social and structural determinants of health and health equity
- Ability to prioritize issues/escalations and manage multiple projects simultaneously
- Quick analysis, troubleshooting, and problem resolution skills
- Highly organized with exceptional follow through
- A keen sense of the audience's perspective and a commitment to meeting the audience's needs
- Self-starter and highly motivated to ensure excellence in every piece of

content or communication HealthBegins creates

- Experienced with cloud-based software-as-a-service vendors, databases, and social media
- Proficient at creating and editing slide decks in various software, including PowerPoint
- Familiarity with Google Suite products including Drive, Meet, and Calendar

- Education: Bachelor's degree or 4 years of relevant work history post-high school
- Work experience: At least 2 years of experience in communications preferred
- Must be willing to provide references and have information from resume and interview verified
- Must have work authorization to work in the United States
- Ideal candidate is willing to work during normal business hours on Pacific Time.
- This position is remote, and the candidate must reside in California, Washington, or New York. Reasonable accommodations will be provided to support candidates to work remotely, regardless of physical ability.

Physical work demands:

- Ability to communicate orally with others.
- Regular use of the telephone, laptop camera, and e-mail for company communication is essential.
- Sitting for extended periods is common.
- Standing at a workstation for extended periods.
- Ability to distinguish standard colors.
- No heavy lifting is expected. Exertion of up to 10 lbs. of force occasionally may be required (e.g., the approximate weight of 3 large telephone books).
- Good manual dexterity for the use of common office equipment such as laptops and calculators.

The compensation range for this full-time position is \$50,000 to \$76,000. To apply, please submit your cover letter, resume, and at least 3 writing samples (e.g. blog posts, event announcements, social media feeds, etc.) to Grace Rubenstein at grace@healthbegins.org. Profiles without a cover letter and resume attached will not be accepted. We appreciate all interest in this opportunity but we ask that only those who meet the above criteria apply please.

*HealthBegins strives to maintain a diverse and inclusive workforce through recruitment, retention and promotion policies. **We strongly encourage people who have been directly impacted by the social needs and systemic barriers we address to seek employment with us.** HealthBegins believes that all persons are entitled to equal employment opportunities and does not discriminate against its employees or applicants because of race, color, religion, sex, pregnancy, national origin, ancestry, age, marital status, sexual orientation, disability, or medical condition.*