



Chaloner has partnered with The Purchaser Business Group on Health (PBGH) on their search for a Communications Manager. PBGH is an action-oriented non-profit with a track record of improving health outcomes, experience and affordability for consumers and purchasers across the United States.

PBGH advances quality, drives affordability and fosters equity in partnership with its innovative purchaser members, who are some of the largest and most innovative private and public purchasers of health care including Boeing, Intel, eBay, Walmart, CalPERS and Washington State Health Care Authority. PBGH members collectively purchase \$100M annually for more than 15 million Americans.

PBGH and its purchaser members are on the forefront of implementing innovations in the health care system through employer-led solutions such as quality measurement and accountability tools, direct contracting and implementation of high-value care models supported by payment. PBGH supports purchasers in continuously identifying, creating and putting into practice new strategies to continuously support the health and overall wellbeing of their employees and families.

POSITION DESCRIPTION

We are seeking a Communications Manager to further increase PBGH's impact on health care quality, affordability and equity. The Communications Manager will work directly with PBGH program staff to design and execute communications strategies that increase the impact of individual and collective work. If you are looking to leverage your communications expertise in a fast-paced, mission-based organization, this is the role for you.

This is an ideal position for a communications professional with proven strategic and tactical expertise as well as creative and practical storytelling and narrative skills. Partnering with the Chief Communications Officer, the ideal candidate will have a track record of amplifying business impact through communications and will be well versed in social media, media relations, content strategy and corporate communications. This is a hands-on position for a someone who wants to both develop strategy and execute on deliverables.

CORE DUTIES AND RESPONSIBILITIES

Communications Strategy: Partner with Chief Communications Officer to develop and execute integrated communications plans to support organizational and programmatic objectives, including content and campaign strategies, social media content, key messages and vehicles for communication tailored to various stakeholders including current and potential members, funders, state and federal legislators, media and the general public. Define key performance indicators for each communications channel/strategy and monitor metrics and activity to determine effectiveness. Support internal communications efforts.

Identify emerging news trends which may impact and drive communications planning and response. Manage and collaborate with outside communications partners, agencies and freelancers.

Content Creation: Develop and implement content marketing strategies that reflect the organization's overall strategic vision and goals as well as specific program goals, including stories of PBGH impact across platforms, media relations, digital storytelling (blog, video, and photography) and organizational, fundraising and member recruiting communications. Write and/or oversee the production of newsletters, blog posts, op-eds reports, website content and presentation decks. Partner with program staff on developing and communicating compelling content to help achieve programmatic goals.

Brand Management: Ensure visual and editorial integrity of the PBGH brand in all public-facing communications. Maintain updated style guides. Work collaboratively with vendors and independent contractors, including online marketing consultants and web developers.

Events: Collaborate on the execution of the communications strategy for member and other events and objectives in coordination with program staff and the PBGH Events and Communications Lead. Ensure communications plans leverage e-blasts, social media and the website to promote virtual events featuring content important to PBGH's organizational strategies and goals.

KNOWLEDGE, SKILLS, ABILITIES & PRIOR EXPERIENCE

- Bachelor's Degree required; Master's degree preferred.
- 7-10 years of corporate communications/public relations experience, or equivalent.
- Experience successfully developing and executing integrated corporate communications strategies and plans; health care experience preferred.
- Experience creating and implementing campaigns with social media strategies and tactics for reaching target audiences.
- A track record of creating positive and measurable impact through strategic communications.
- Experience working with wide ranging media: digital, print, TV, radio, health care industry press and journals.
- Outstanding writing and editing skills; writing samples will be requested. Other portfolio samples encouraged.
- Strong project management skills and appetite for working on multiple projects at the same time in a fast-paced environment.
- Experience supporting senior-level executives, preferably in the health care industry.
- Collaborative leadership style including both formal and informal leadership roles in matrixed organizations required.
- Willingness to travel (10%) in the U.S.
- May work remotely and may be flexibly based in the U.S.

PBGH is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status or any other characteristic

protected by law. PBGH strongly encourages applicants with diverse backgrounds, experiences and perspectives.

PBGH offers a competitive salary, a contributory retirement plan, comprehensive benefits, and opportunities for professional growth. PBGH is an equal opportunity employer. For more information and to apply, please visit www.pbgh.org.

Interested candidates should apply by using the application form. Chaloner will review all applicants and, upon qualification, contact you to determine the next steps.