



Optimizing Health by Advancing the Quality of Medication Use

PQA POSITION VACANCY

Title: Communications Coordinator

Supervisor: Senior Director, Communications

FLSA Classification: Full-time; Exempt

Location: Alexandria, VA or Remote

OVERVIEW:

PQA, the Pharmacy Quality Alliance, is a national quality organization dedicated to improving medication safety, adherence and appropriate use. A measure developer, researcher, educator and convener, PQA's quality initiatives support better medication use and high-quality care. A non-profit organization with 250 diverse members across healthcare, PQA is a unique alliance in healthcare. It brings pharmacies, health plans, health care providers, pharmacy benefit managers, biopharmaceutical companies, technology vendors, government agencies and others together to build consensus and collaborate to improve medication use quality.

The Communications Coordinator is responsible for developing and executing strategies to inform and inspire PQA members and healthcare system stakeholders about PQA's work and opportunities for participation in measure development, education and research. The Coordinator creates communications and social media content that effectively describes and promotes PQA's work; delivers the content through diverse channels; and ensures the effectiveness of the communications through metrics and analytics.

The Coordinator reports to the Senior Director of Communications and works collaboratively with staff across the organization to build strong content to best communicate PQA's work. The Coordinator is a contributor to strategic communications activities that reach beyond PQA's membership to effectively position PQA and medication use quality in the broader healthcare system.

ESSENTIAL RESPONSIBILITIES:

- Create and distribute member-focused communications, including emails, press releases, newsletters, social media content and graphics, that ensure members' awareness of, support for, and participation in PQA activities and events.
- Proactively pitch trade and healthcare media to increase PQA's earned media coverage; maintain and expand media lists; and foster relationships with key media.

- Proactively seek opportunities to tell PQA's story to relevant healthcare audiences through media, events, presentations and engagement opportunities for PQA leaders.
- Manage PQA's blog by developing a content strategy and soliciting, writing, editing and posting content.
- Oversee maintenance of PQA's website and work with employees across the organization to ensure that content is current and accurate.
- Review and edit products and presentations intended for external distribution.
- Track and analyze the performance of PQA communications to measure success and inform future strategies. Prepare and present reports on communications initiatives as needed.
- Develop and implement internal communications strategies in coordination with the Director of Operations & Human Resources to inform and engage employees across different areas of the organization.
- Keep up-to-date and provide counsel on digital media, communications trends and best practices.
- Contribute to organizational and communications strategic planning.

EXPERIENCE AND EDUCATION REQUIREMENTS:

- A minimum of 2-3 years of full-time communications, journalism, or marketing experience with a strong preference for healthcare experience.
- Excellent written and visual communications skills.
- Experience with graphic design highly desired; experience with video is a bonus.
- Experience using metrics and analytics to measure communications programs and adapt strategies.
- Ability to communicate effectively with wide range of constituencies, and good judgment as it relates to healthcare, association management, and balancing perspectives among members.
- Ability to develop and professional relationships with internal and external partners; strong relationship-building and interpersonal skills.
- Ability to manage multiple projects and priorities, to work independently and in teams, proactively and directed.
- Self-starter, able to anticipate needs and take initiative.
- Fast learner, flexible and adaptable.
- Bachelors' degree in English, Communications, Public Relations, Journalism, or related field. A bachelors' degree in other fields supported by significant communications experience is acceptable.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Employee is regularly required to stand, sit, talk, hear and use hands and fingers to operate a computer and telephone.

- Close vision requirements due to computer work.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office environment

TRAVEL:

Occasional travel to attend local meetings and overnight travel during the PQA Annual Meeting and Leadership Summit.

APPLY:

Interested candidates should submit a letter of interest and resume to careers@PQAalliance.org.

This position description does not imply that the stated requirements are the only expectations for the job. Incumbents are expected to perform any other duties that may be assigned. PQA has the right to revise this job description at any time. PQA is an "at-will" employer and as such, neither this job description nor your signature constitutes any form of contractual agreement between you and PQA.