

PATIENTS FOR AFFORDABLE DRUGS™

Digital Specialist

About the Organization

Patients For Affordable Drugs (P4AD) is the only national patient advocacy organization exclusively focused on lowering prescription drug prices.

We:

- empower and mobilize patients and allies,
- hold accountable those in power and
- fight to shape and achieve policies that make prescription drugs affordable for all people in the U.S.

The bipartisan organization, founded by a patient with incurable blood cancer, is independent and does not accept contributions from any organizations that profit from the development or distribution of prescription drugs.

About the Role:

P4AD is seeking an innovative Digital Specialist to be at the forefront of our vision that every person in the U.S. should have access to the prescription drugs they need at prices they can afford. You're experienced in managing and supervising all activities with an eye for captivating storytelling and persuasive messaging. This is an exciting opportunity that requires a collaborative mindset as well as a deep understanding for how to create engaging content, develop and execute a digital strategy as well as foster a vibrant online community. This role requires a leader who can harness the potential of digital platforms to drive impact and growth. The Digital Specialist will collaborate across multiple departments, to align digital efforts with overall organizational objectives.

Key Responsibilities include:

Online Presence and Brand Management: oversee the organization's online presence, ensuring that the website, social media profiles, and other digital assets are up-to-date, engaging, and reflective of P4AD/P4ADNow's mission and values. They maintain brand consistency across all digital channels.

Content Creation and Distribution: lead content creation efforts, developing high-quality and engaging content for the website, social media, email campaigns, and other digital platforms. Manage the distribution of this content to reach and resonate with the target audience.

Digital Marketing and Fundraising: play a key role in digital marketing efforts, utilizing online advertising, email marketing, search engine optimization (SEO), and social media marketing to promote the P4AD initiatives and fundraising campaigns.

Data Analysis and Insights: gather and analyze data related to digital performance, tracking key metrics such as website traffic, social media engagement, conversion rates, and donor behavior. They use these insights to refine strategies and make data-driven decisions.

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Technology Adoption: Staying current with digital trends and emerging technologies is essential. Evaluates new tools, software, and platforms that can enhance the nonprofit's digital operations, efficiency, and effectiveness.

Advocacy and Outreach: leverages digital channels to advocate for our mission, raise awareness, and engage with the community and stakeholders.

Cybersecurity and Privacy: Ensure the security and privacy of digital assets, user data, and online transactions is a critical responsibility. Work to protect the organization's digital infrastructure from cyber threats.

Qualifications

Required:

- Bachelor's degree in digital marketing, communications, or a related field.
- Minimum 5+ years experience with digital organizing, Capitol Hill, advocacy and/or media campaigns
- Proven experience in digital marketing, social media, content creation, and community management.
- Strong understanding of digital analytics and performance metrics.
- Detail-oriented, a self-starter, flexible, and able to manage multiple tasks at once.
- Creative thinker with strong interpersonal and communication skills
- Desire to work for a mission-driven organization, uphold P4AD values, and contribute to building a positive team spirit
- Available for full-time (40 hours/week) employment in-person (hybrid set-up).
- **P4AD values:** ensure contents reflects our values: Patient-centered, Integrity and Diversity, Equity and Inclusion

Preferred:

- Experience in the fields of healthcare, access to medicines, and/or drug pricing policy
- Experience with Every Action, Google Drive, Canva, Mobile commons and Mailchimp
- Experience running paid digital media programs on platforms including Facebook, Youtube, and/or Google
- Knowledge of CSS and HTML is preferred
- Spanish language skills a plus

Compensation and Benefits:

- P4AD provides competitive compensation and benefits including health insurance, life insurance, and 401K to its employees
- Position is exempt, full-time and reports to the Director of Media and Communications

To apply, please email application materials to jobs@p4adnow.org with “Digital Director - Your Name” in the subject line.

Please submit the following:

- Brief answers to: Why do you work at P4AD and why are you the right fit for this role?

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- A link to a digital project for which you have played a key in the creation and implementation.
- Resume
- Two references

Only finalists will be contacted.