



Communications Coordinator

Summary

The Leapfrog Group is a highly visible, national nonprofit organization representing private sector purchasers of health care who advocate for improvements in the quality, safety and value of health care. We are currently seeking candidates for the position of Communications Coordinator, reporting to the Director of Communications, to join Leapfrog's impactful team.

Key Responsibilities

Reporting to the Director of Communications, a successful Communications Coordinator will achieve the following:

1. Social Media Management

- Develop and manage daily posting on Leapfrog's social media channels including Facebook, X (formerly Twitter), Instagram, and LinkedIn.
- Elevate Leapfrog's strong presence on social media networks, including increasing followers, facilitating interaction with other users, and connecting to stakeholders.

2. Graphics and Materials Development

- Design graphics on Canva to be used in daily social media posts.
- Develop communications and mailing materials, including PowerPoint presentations for management staff, brochures, letters, template materials for stakeholders, and other collateral using Canva and Adobe InDesign.
- Produce Leapfrog's monthly electronic newsletter and ad hoc emails through Mailchimp, including template design and managing the database.
- Develop simple video content as needed.
- Draft blog, website and newsletter content as needed.
- Assist with miscellaneous tasks as needed.

3. Meeting and Event Support

- Assist in the planning and execution of Leapfrog's Annual Meeting under the direction of the Vice President for Development and Director of Communications.
- Promote Annual Meeting attendance through social media and to stakeholder groups.
- Develop design materials including printed program and signage.
- Bring a highly organized and creative approach to event planning.
- Assist in the logistics and materials development for Leapfrog Zoom Webinars and meetings.

Qualifications

- 2-3 years of experience with proven accomplishments in communications and/or marketing.
- Strong passion for Leapfrog's work in improving U.S. health care through transparency and in the movement for health care quality and patient safety.



- Strong track record with successful use of social media to drive engagement.
- Ability to take initiative with projects to work both independently and as a team player.
- Proven ability to initiate and coordinate projects and handle multiple assignments simultaneously.
- High proficiency in design platforms such as Canva and the Adobe Creative Suite.
- Preference for experience with a website development platform such as Drupal or WordPress (though no coding skills required).
- Preference for experience with SEO and Paid Search.
- PR Agency experience is a plus, but not required.
- Bachelor's degree preferred.

Terms of Employment

The position is a full-time, hybrid location position, with at least 2 days a week at Leapfrog's offices in Washington, D.C. Leapfrog offers a robust benefits package including 90% coverage of health benefits (employee and dependents), fully paid short- and long-term disability and life, significant contribution to 401K plan, paid parental leave, and other noteworthy benefits including transit and education.

Leapfrog is an equal opportunity employer and strongly encourages diversity in its staff, board, and advisory committees.

Application Instructions

Send a cover letter focusing on why you are passionate about Leapfrog's work, a resume, and a writing sample or social media portfolio by email only to Ryan Keller at rpkeller@jrassociates.com.