



# Job Description

## CALIFORNIA MEDICAL ASSOCIATION

TITLE: Communications Coordinator

CENTER: Center for Strategic Communications

REPORTS TO: Sr. Director of Communications

LOCATION: Sacramento

EXEMPTION: Exempt

### **DUTIES / RESPONSIBILITIES:**

- Manage newsletter processes, which includes identifying and developing content, ensuring content mix is engaging and relevant, ensuring deadlines are met, preparing newsletters for distribution and managing distribution lists.
- Assist senior staff in developing and repurposing compelling content that reflects the association's various objectives and initiatives. This includes, but is not limited to news articles, op-eds, physician profiles and feature stories.
- Track and shepherd content through the approval process across multiple departments.
- Edit and proof content per the AP style guide and CMA brand guidelines.
- Conduct interviews and/or report from CMA events (e.g. annual House of Delegates).
- Build strong rapport with senior staff and leadership to help them brainstorm interesting and shareable content that highlights their work and ideas.

### **CONTACTS:**

Interacts regularly with CMA staff, CMA members, county medical societies, health care stakeholders and affiliates (e.g. California Medical Association Foundation).

### **KNOWLEDGE / EXPERIENCE / EDUCATION:**

- Bachelor's degree in a related field.
- 2+ years relevant professional experience.
- Strong research, writing and editing skills.
- Understands the power of story-telling; ability to craft content that resonates.
- Driven with a strong work ethic and ability to adapt rapidly to evolving priorities and deadlines.
- Knowledge of health policy and/or the health care industry a plus.

### **PHYSICAL REQUIREMENTS:**

Work extended hours or on the weekends as deadlines dictates. Minimal travel required.