



# COLORADO ACADEMY OF FAMILY PHYSICIANS

## JOB DESCRIPTION

**Position Title:** Director of Communications & Member Engagement  
**Reporting Relationship:** Executive Vice President & Chief Executive Officer  
**Status:** Exempt  
**Location:** Denver/Hybrid

**Salary + Benefits:** \$60,000 - \$67,000 annually; \$100/month phone and home internet stipend; 100% employer-paid health, dental, & vision insurance; 401K with 3% employer contribution; flexible work schedule with 4 days remote and 1 day in-person; 10 paid vacation days starting; 10 paid sick/personal days; 12 paid holidays.

**Applications will be reviewed on a rolling basis**

**Hire Date:** July/August 2022

### To Apply

Applications will be reviewed on a rolling basis with an initial deadline of July 29th. Email a resume and cover letter with “Director of Communications & Member Engagement” in the subject line to:  
Ryan Biehle, Executive Vice President & CEO  
[ryan@coloradoafp.org](mailto:ryan@coloradoafp.org)

### About the Colorado Academy of Family Physicians (CAFP)

The CAFP is the association representing 2,600 family physicians and medical students across Colorado. Our **mission** is to serve as the bold champion for Colorado’s Family Physicians, patients, and communities through education and advocacy. Our **values** are rooted in achieving equal access to healthcare and equitable health outcomes, and dismantling the structures, systems, and biases that prevent both. To learn more about the Colorado Academy of Family Physicians, please visit the web site at [www.coloradoafp.org](http://www.coloradoafp.org).

### Summary

We are seeking diverse candidates to serve as the CAFP Director of Communications and Member Engagement who directs day-to-day organizational communications, member engagement, and marketing. It is a dynamic role working on behalf of family physicians to enhance their ability to serve patients and to improve Coloradans’ access to equitable and affordable health care. The ideal candidate will have an interest in healthcare and public health, with the ability to both plan for long-term strategic goals and implement day-to-day communications and membership activities.

### Responsibilities

- **Communications and Marketing:** Lead strategic communications to advance advocacy, education, and organizational goals, consistent with our values of antiracism and diversity, equity and inclusion. Draft and curate strategic communications to members and the public, conveying key messages impacting family medicine. Manage website, print, electronic and social media communications. Coordinate with CAFP staff to promote events and programs that effectively engage members in our mission.
- **Member Engagement:** Proactively identify and carry out member engagement opportunities in collaboration with CAFP staff. Develop a strong understanding of membership and member

segments, applying this knowledge to serve and engage members in CAFP activities. Quickly, enthusiastically, and effectively respond to member inquiries.

- Advertising: Manage partnerships with individuals and organizations interested in advertising with the CAFP. Facilitate communication between interested advertisers and CAFP's website advertising company, magazine publishing company, and others. Assist interested advertisers in creating email marketing advertising to members when appropriate.
- Branding and Graphic Design: Ensure consistent branding across organization assets. Develop all graphics for the organization including for print and digital marketing materials, logos for individual programs, infographics and other materials as needed.
- Public Relations: Manage CAFP's public relations activities in coordination with the EVP/CEO and CAFP Staff, including media and coalition partnerships.
- Public Health: Staff and manage the CAFP's Health of the Public and Member Engagement Committee to engage member physicians, patients, and the public in promoting family medicine, sound public health, and CAFP values.
- Collaboration and Excellence: Promote a culture of excellence, dedicated to ongoing learning, teamwork, antiracism, diversity, equity, and inclusion.

### **Specific Duties:**

- Communications and Marketing:
  - Develop and implement an annual strategic communications plan.
  - Serve as managing editor of quarterly CAFP Magazine.
  - Draft and manage weekly e-newsletter and other email marketing messages sent through GetResponse marketing system, as well as CAFP's social media presence. Write and solicit content from CAFP staff and partners. Proofread all content to comply with AP Style. Manage the CAFP's publishing company to ensure a high-quality magazine is delivered in a timely fashion.
  - Coordinate with CAFP staff to promote CAFP programs and events including:
- Member Engagement:
  - Develop annual membership survey, report on key member metrics, and implement actionable steps to respond to member needs.
  - Support, develop and implement programming and activities to meet diverse member needs and engage them in the CAFP mission.
  - In coordination with CAFP staff, support diverse member leadership development and identify opportunities for member touch points.
  - Coordinate with the AAFP for member management, recruitment and retention.
- Advertising:
  - Manage the CAFP's Special Discount Program, including serving as the point of contact for organizations participating in the program, assisting participating organizations with additional advertising, and keeping an up-to-date list of organizations active in the program.
- Public Relations:
  - Develop and manage relevant media contacts and draft press releases as needed.
  - Recruit and prepare members to speak at press conferences and other media engagements.
  - Scan for relevant family medicine stories and coordinate with CAFP staff on public relations issues related to advocacy.
- Public Health:
  - Establish CAFP and family physicians as a voice in the public discourse on healthcare and public health
- Take on other tasks as needed or assigned.

### **Qualifications:**

- Passion for enhancing the lives of family physicians and their patients through a more affordable, equitable, and accessible health care system.
- Experience with and understanding of the social determinants of health and barriers to health equity. Commitment to addressing issues of diversity and equity.
- Strong planning, project and time management skills.
- Excellent writing and editing skills in both print and digital, including familiarity with AP Style.
- Strong leadership skills, self-directed, possesses initiative, able to motivate others and multitask.
- Experience with social media platforms in a business or organizational setting, specifically Facebook and Twitter.
- Experience with website content management systems, preferably WordPress.
- Knowledge of the principles of marketing segmentation and targeted communications.
- Experience with design software (e.g. Adobe, Canva)
- Highly collaborative, with experience working on teams to accomplish work.
- Strong customer service skills, with experience assisting others with questions or concerns.

### **Preferred Qualifications**

- At least 3 years of experience in communications and marketing work, preferably in a non-profit, healthcare, or agency setting.
- Knowledge of the principles of public relations work, including writing press releases and assisting others with talking points to use when speaking with the media.
- Interest in the healthcare and public health landscapes.
- Experience with basic marketing analytics, including web analytics, email marketing analytics, social media analytics, and preparing reports based on these.

### **CAFP Workplace**

The CAFP is a small team with a passion for pursuing more equitable, accessible and affordable healthcare by serving Colorado's family physicians. We are on a journey to become a more equitable, antiracist organization and are committed to a work environment that supports diversity and inclusion. We have a hybrid workplace with the ability for most work to be done remotely. We gather at the CAFP office 1 day per week, in addition to several in-person events throughout the year. Called the Colorado Health Capitol, our office is a shared workspace where over 25 nonprofit organizations work in healthcare, the environment and advocacy. You will have the opportunity to meet and connect with other organization's staff in similar roles to learn and share best practices as a professional in communications and membership.

We strongly encourage candidates of all backgrounds and experiences to apply. CAFP is an equal opportunity and affirmative action employer.

### **Accommodations**

If reasonable accommodations are needed to participate in the application and interview process, please email [ryan@coloradoafp.org](mailto:ryan@coloradoafp.org).

### **Process**

- Applications will be accepted and reviewed on a rolling basis, with an initial deadline of July 29th. Competitive applicants will begin with a first-round, 30 minute virtual interview with the EVP/CEO.
- An exercise in the skills of the role may be required for final candidates. Stipend provided.
- Finalists will be invited to a second-round, 1-hour interview in person with the CEO and CAFP Staff.
- A final decision will be made following all second-round interviews.