



Communications Manager

Avalere Health, a leading healthcare advisory firm, seeks a seasoned communications professional to extend the reach of our external voice, and manage internal communications within the Avalere community. As a firm, we place a strong emphasis on innovative vehicles for communicating our insights and expertise with the marketplace and health care community. Internally, we are dedicated to creating a vibrant culture and close knit community through effective communication.

Our Communications Manager will report to the VP of Sales and Marketing and work closely with the head of marketing as well as senior leaders across the firm to enhance the firm's visibility with core commercial audiences as well as within the policy community. As a rapidly growing company, we are focused on integrating communications with business development and marketing to ensure that we are fully coordinated in our external messaging and strategy. The primary responsibilities of this position include: 1) Optimizing Avalere's web presence; 2) Creating and executing on a social media strategy leveraging the outstanding content that the firm produces; 3) Establishing successful third party partnerships that further our mission and business objectives, and 4) Ensuring effective internal communications.

Specifically the duties of the Communications Manager will include:

- Work with Avalere content leaders to help clearly communicate their research and expertise to external stakeholder audiences; proactively advise on and execute against specific tactics to increase visibility of Avalere
- Optimize Avalere's web presence by identifying effective vehicles to position our brand and marketing messages
- Create and execute on Avalere's social media strategy including Twitter, Facebook, LinkedIn, YouTube, and other platforms to disseminate information and boost brand reach
- Produce tweets, blogs, press releases, etc about our signature healthcare research and analysis
- Provide written material and copy editing support on communication items, website content, marketing and event material, research papers, and other items that connect to and help promote Avalere's brand
- Establish and manage appropriate partnerships with other organizations or corporate entities that align with Avalere's mission and support our brand
- Set strategy to engage in third party conferences; identify speaking engagements and other visible roles for Avalere content experts
- Manage our internal communications, including content for our intranet

The successful candidate must demonstrate the following skills/attributes:

- Strong current knowledge of healthcare policy and reform
- Superb writing skills
- Demonstrated expertise in all aspects of social media
- A demonstrated ability to multi-task and work collaboratively with a range of experts
- Between 5-7 years of experience in communications, including agency experience, issue advocacy, membership organization, political, or a combination

- Bachelor's degree in communications, public relations, public policy, marketing, or related field or equivalent experience.
- Enthusiasm and energy for handling complex content for sophisticated audiences

Avalere's culture is one of close collaboration, candid and constructive feedback, and assignment of responsibilities on the basis of ability and availability, without undue emphasis on rank. We prize curiosity, resilience, a passion for excellence, and a willingness to embrace new challenges. The successful candidate will work closely with all levels of the organization, across all of our content areas.

Avalere offers competitive compensation and benefits commensurate with experience.

Located on DC's famed and vibrant Dupont Circle, Avalere is centrally situated and readily accessible from all over the DC metro area. For more information, visit www.avalerehealth.net.

Qualified candidates should submit an electronic cover letter and resume to:

Avalere Health
1350 Connecticut Ave., NW
Suite 900
Washington, DC 20036

recruiting@avalerehealth.net

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