



ASAM American Society of
Addiction Medicine

Position Description

Date: July 15, 2024
Position Title: Manager/Senior Manager, Communications
Reports to: Chief Advocacy Officer
Status: Exempt

Position Summary:

The Manager/Senior Manager of Communications will be a dynamic and experienced communications professional who can advance ASAM's communication efforts, igniting momentum and amplifying the organization's voice and impact. The Manager/Senior Manager will collaborate with the Chief Advocacy Officer to strategize and execute communication plans, media relations, grassroots and digital advocacy initiatives, and messaging. The Manager/Senior Manager will be a strategic thinker with a strong background in public affairs, preferably within the healthcare, nonprofit, or government sectors.

Responsibilities/Duties:

Strategic Communications Planning

- Develop, implement, and evaluate strategic communication plans to support ASAM's initiatives, engaging stakeholders, media, policymakers, and the public on key addiction issues.
- Propose proactive strategies to address emerging issues in addiction and effectively communicate the potential impact on ASAM, its members, and their patients.

Messaging

- Craft compelling messages that resonate with diverse audiences and ensure consistency in the messaging across various communication channels (e.g., press releases, social media, the advocacy e-newsletter, and website content).
- Draft and/or edit press releases, statements, media pitches and talking points, advocacy webpage content, social media posts, op-eds, Congressional briefing materials, and letters to the editor.
- Assist with synthesizing complex public policy information into clear and concise communication materials, such as briefs, white papers, legislative one-pagers, and reports, aimed at raising awareness and influencing decision-makers.
- Coordinate with ASAM's marketing team to integrate messaging into ASAM's marketing strategy.

Media Relations

- Cultivate relationships with media outlets, reporters, and influencers to raise awareness of ASAM's priorities and promote coverage of key issues and initiatives.
- Field media inquiries, research the reporter's history, identify media source reach, make arrangements (coordinate scheduling and logistics) for interviews with ASAM subject matter experts.
- Provide daily morning news clips to key ASAM leadership and continuously monitor for and circulate media coverage.
- Identify and draft media pitch opportunities to enhance ASAM initiatives.
- Research, build, and maintain targeted list of select reporters and media outlets that cover addiction for targeted pitching.
- Research new opportunities for media placement.
- Maintain a list of ASAM media coverage related to addiction, including story name, date, link, media type, and impressions for monthly reporting purposes.

Grassroots & Issue Advocacy

- Develop and manage online advocacy campaigns to support federal advocacy topics.
- Report on metrics from grassroots campaigns.
- Support letter to editor and in-district meeting campaigns for grassroots members related to federal policy priorities.
- Assist in the planning and execution of advocacy events, including congressional briefings, lobby days, and stakeholder meetings.

Required Qualifications:

- Bachelor's degree in communications, journalism, public health, public policy, political science or a related field.
- Minimum 2 years of demonstrated experience in public affairs.
- Knowledge of healthcare policies, regulations, and the broader healthcare landscape.
- Experience working on Capitol Hill or with professional societies or associations.

Skills and Abilities:

- Excellent written and verbal communication skills, with a strong attention to detail and accuracy.
- Demonstrated ability to develop and implement successful communication strategies.
- Proficiency with Microsoft Outlook, Word, Excel, Powerpoint, social media platforms, and content management systems.
- Ability to work independently and as part of a team in a fast-paced environment.
- Excellent interpersonal skills with the ability to interact effectively, efficiently, and professionally with individuals at all levels of the organization.
- Resourcefulness and creativity are valued.

- Team player with a positive attitude, enthusiastic energy, perseverance, and ability to have fun while working hard with team members.
- Relationships with Capitol Hill health policy reporters considered a substantial plus.

To Apply:

Please submit three writing samples (e.g. press releases, op-eds, media pitches, policy briefs, blogs), a resume and cover letter explaining your interest in this position and how your skills match the position to the following address:

https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=6372630

ASAM provides equal opportunity to all staff. No person shall be discriminated against because of race, color, religion, sex, national or ethnic origin, age, physical handicaps, marital status, sexual orientation, family responsibilities, political affiliation, or any other category that is protected by federal or state law.



ASAM is proud to be honored with the Sloan Award for Excellence in Workplace Effectiveness and Flexibility for its use of flexibility and other aspects of workplace effectiveness as a workplace strategy to increase business and employee success. ASAM was one of eight organizations and the only association to be recognized in the state of Maryland.