

Position: **Online Engagement & Outreach Assistant**
Reports To: James O’Leary, Chief Innovation Officer
Classification: Professional, full-time employment
Benefits: Paid vacation, health and holidays, medical insurance, long-term disability, life insurance, automatic parking deduction, employee contributed 403b retirement, and quality of life benefits.
Company: Genetic Alliance
Location: 4301 Connecticut Avenue, NW, Suite 404, Washington, D.C. 20008
Salary Range: Commensurate with experience, mid to high 30’s

[Genetic Alliance](#) is a nonprofit health advocacy organization committed to engaging individuals, families, and communities to transform health. For nearly 30 years, we have built tools and technology that empower individuals to improve their own health and amplify their voices to better health and access for others. We work collaboratively with our network of thousands of organizations to push the boundaries of the current systems of research, care, and support. Our goal is to ensure that individuals, families, and communities (and the organizations who serve them) have access to the information they need to make informed decisions about their health and healthcare. We bring energy and creativity to this task through the diverse experience and expertise of our staff.

General Position Overview

Are you interested in how consumer-centric technologies can change the face of healthcare? If you are an ambitious, self-motivated professional with a passion for finding innovative solutions to our current healthcare challenges, this could be an ideal role for you. The Online Engagement & Outreach Specialist is responsible for ongoing support of DiseaseInfoSearch.org (DIS) and the creation of high levels of user engagement. DIS is a content aggregator that helps people access the credible health information and support they need for over 10,000 conditions. It centralizes a variety of important, easy-to-digest information in one user-friendly space. Users can find information on signs and symptoms for different illnesses, resources, support groups, news and events, clinical trials, and more.

Specific tasks related to this position include but are not limited to the following:

- Manage and maintain up-to-date content on DIS
- Provide technical assistance to users and partners
- Work closely with a network of advocacy and educational nonprofits to populate resources, events, and services information within DIS
- Design and implement online marketing campaigns to educate individuals, families, and communities
- Collaborate with the DIS team to design new features, functionality, and platforms
- Manage technology vendors for website updates and small development projects
- Use data analytics to create a profile of DIS users and their behavior on the site
- Supervise interns to conduct outreach and marketing projects to individuals and families

Genetic Alliance's mission requires that we think outside-the-box and inspire our network of partners to do the same. In order to transform entrenched systems and draw people out of their comfort zones, Genetic Alliance has focused on creating a culture of openness. This culture is an important part of our internal and external process, in the need for honesty and transparency in

all that we do, and in the requirement that staff push themselves and grow both personally and professionally.

QUALIFICATIONS – Online Engagement & Outreach Specialist

Education and Experience

Bachelor's degree with 1-3 years relevant work experience

Knowledge, Skills and Abilities

Required:

- ▶ Thrives in a fast-paced and stimulating environment
- ▶ Takes initiative and plays an active role in projects, proactive
- ▶ Able to work independently and in a team when needed
- ▶ Excellent writing and editing skills
- ▶ Communicates clearly to a range of audiences, both verbally and in writing
- ▶ Strong marketing expertise, including both in-person and online
- ▶ Strong interpersonal skills
- ▶ Superior organization and time management skills with special attention to detail
- ▶ Proficiency in MS Office including Word, Excel and PowerPoint

Preferred:

- ▶ Experience working with online content management systems such as Drupal
- ▶ Familiarity with social media, including Facebook, Twitter, and blogging for information dissemination
- ▶ Comfort with Photoshop, InDesign, or similar graphic design and publishing tools
- ▶ Experience working with patients or consumer advocates

How to Apply:

Interested and enthusiastic applicants should send a resume, cover letter, two writing samples, references, and salary history to:

Claire Mena, cmena@geneticalliance.org

Subject line: Online Engagement & Outreach Specialist, DIS

No Phone Calls Please

Applications accepted through June

Start Date: June 2017

Please note that only those individuals whose qualifications match the current needs of the organization will be considered applicants and will receive responses from Genetic Alliance.

*Genetic Alliance provides a competitive compensation and benefits package.
Genetic Alliance is an equal opportunity employer.*