



CONSUMER
HEALTHCARE
PRODUCTS
ASSOCIATION

Taking healthcare personally.

Director, Communications & Media Relations

Date:
01/01/2022

Department:
Communications

Location:
Washington, DC

Classification/Status:
Full-Time, Exempt

Employment Terms:
At Will

Reporting Relationship:
SVP, Communications

Organization Overview

Founded in 1881, the Consumer Healthcare Products Association (CHPA) is the national trade association representing the leading manufacturers and marketers in the consumer healthcare industry with its core capabilities, including scientific and regulatory affairs, government affairs, and communications. CHPA is the leading voice fighting to ensure that Americans have access to beneficial over-the-counter (OTC) medicines, dietary supplements, and consumer medical devices they can count on to be reliable, save money and time, and deliver new and better ways to get and stay healthy. CHPA partners with its member companies to promote a more inclusive industry and to support a broader diversity, equity, and inclusion effort to ensure equity for CHPA's staff and consumers in the United States.

CHPA fosters employee engagement and reward staff through challenging work, competitive compensation and benefits, flexible scheduling and time-off options, and opportunities to grow and develop professionally.

Position Description

The Director, Communications & Media Relations (Director) is a key member of the Communications department and serves as a consumer healthcare communications expert working with multiple audiences and stakeholders, including media, third-party organizations, policy makers, members, PR agencies, and consumers. The Director, Communications & Media Relations serves as primary point person in managing the CHPA response to over-the-counter (OTC) medicine-related news, events, issues, and crises as they arise. The Director writes and edits a variety of materials on behalf of the organization and provides communications-related support to staff and members. This position also participates in the development, maintenance, and outcomes of consumer-facing campaigns across different media; researches, drafts, and edits campaign content; and helps to manage campaign-related communications with PR agencies, allied partners, members, and staff.

Essential Functions

These essential functions are not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required for this job. Activities, duties, and responsibilities may change at any time with or without notice. Reasonable

accommodations may be made to enable individuals with disabilities to perform the essential functions: To that end, the Director is responsible for the following:

- Serves as primary media contact and point person in managing rapid responses to late-breaking news, events, issues, and crises as they arise related to OTC issues.
- Maintains awareness of general issues and media environment around OTC medicines, the OTC industry, and consumer behaviors related to OTC medicines.
- Works closely with other communications team members who are primary contacts for dietary supplement media and consumer medical device media.
- Works closely with other communications team members on producing daily “media clips” reports on key trending news in traditional and social media.
- Works with appropriate staff, member companies, and other trade associations to develop positions, talking points, and press materials on issues of importance to industry.
- Develops and maintains relationships with outside organizations to gauge those groups’ policy positions, build consensus, and generate a cadre of supporters for various issues important to the consumer healthcare industry.
- Edits and writes a variety of editorial materials bound for public audiences, including press materials, ad copy, byline articles, speeches for association leadership, publications, educational collateral material, association identity kit components, etc., to assure consistency in style and message in printed form.
- Provides customer service to association member companies and fellow staff by researching particular subjects or issues. Reviews/edits speeches, media stories, and statistics, and drafts copy for other staff on presentations or board materials so that they can accomplish their goals and/or meet members’ needs.
- Serves as communications liaison to Regulatory and Scientific Affairs department.
- Develops and oversees implementation of educational and advocacy campaigns around issues of key concern to the OTC medicine industry, including the safe and appropriate use of medicines that include highly scrutinized ingredients. Campaigns are multi-media, multi-year, involve several collaborators and partners, and may target both consumers and thought leaders/policy-makers.
- Works across all media—including new media—to communicate messages and distribute products in a cost-effective and efficient way.
- Helps to manage content strategy and programming for various consumer campaigns and/or CHPA Task Groups as assigned.
- Develops metrics measurements to evaluate program success, reach and impact.

- Regularly interfaces with CHPA members around progress with particular projects and campaigns, or on matters that apply to the communications department in general.
- Performs other duties as requested.

Desired Skills and Experience

A successful applicant should possess the following skills and experience:

- Bachelor's degree in communications or related field.
- 5-7 years of experience in communications and media relations, including issues and crisis management.
- Experience managing health-related public education campaigns that support regulatory and/or legislative goals
- Experience developing content and campaigns for all media, including broadcast, print, Internet, and radio.
- Experience in healthcare communications and advocacy, including healthcare policy.
- Excellent writer with ability to create diverse content for a variety of audiences, including both highly technical and basic literacy levels.
- Ability to multitask, work well under pressure, balance competing priorities, and meet tight deadlines.
- Ability to work collaboratively with others and contribute to supportive working environment.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to handle, type or feel; and reach with hands and arms. This is largely a sedentary role however some filing is required. This would require the ability to lift files, open filing cabinets, and bend or stand on a stool as necessary. This position requires the ability to occasionally lift office products and supplies up to 10 lbs.

Position Type/Expected Hours of Work¹

This is a full-time position. CHPA anticipates continuing its hybrid work environment (working remotely and in the office) indefinitely, however, the employee is required to

¹In light of COVID-19, CHPA continues to modify and update its Return-to-Office Policy to promote a safer workplace, based on guidance from local, state, and federal governments, global health policy, and science-based data. CHPA intends on transitioning its work environment from 100% remote to a hybrid work environment (working remotely and in the office) when senior leadership deems it safe to do so.

be readily available to work several times a week in Washington, DC, based on the needs of this position. Some flexibility in hours is allowed, but the employee must be available during the “core” work hours of 10:00 am to 3:00 pm and must work at least 37.5 hours each week to maintain full-time status. Occasional evening and weekend work may be required.

Travel

Minimal

Supervisory Responsibility

None

How to Apply

Please enter **Director, Communications & Media Relations** in the subject line of your message and email the following items to jobs@chpa.org.

- Letter of interest
- Resume or CV

EEO Statement

CHPA is stronger by working with people with a diverse set of backgrounds and perspectives. Consumer Healthcare Products Association is committed to equal employment opportunity and makes all employment-related decisions without regard to race, religion, color, national origin or ancestry, age, sex, disability, pregnancy, childbirth or related medical conditions, sexual orientation, gender identity or expression, genetic information, marital status, family responsibilities, personal appearance, political affiliation, matriculation, veteran or military status, union affiliation or any other categories protected by federal, state, or local law (the “Protected Categories”).