



## Communications and Events Coordinator The LAM Foundation

The Communications and Event Coordinator's primary role is to support the Patient Services Director with communications/outreach activities connected to The LAM Foundation's programs and services. This position will also be responsible for event planning of the annual LAMposium Patient and Family Conference and regional educational meetings.

**Reports to:** Patient Services Director

**Responsibilities:**

1. Communications & Outreach:
  - o Monitor, coordinate and engage with TLF audiences via social media as outlined in the annual communications plan and as directed by the Social Media & Outreach committee.
  - o Explore and suggest social media strategies to maximize reach and effectiveness.
  - o Coordinate the outreach calendar to balance multiple messages to multiple audiences via a variety of promotional channels such as eblasts, website, social media, mailings and events.
  - o Collect, write/edit and distribute relevant Foundation activities, scientific and patient stories from staff and external sources in both written and video forms.
  - o Write and send out monthly e-newsletters and other program-specific communications.
  - o Write and distribute timely press releases as needed.
  - o Assist with keeping website and all social media sites updated with current program information.
  - o Coordinate the production of all collateral material for outreach purposes including but not limited to booth materials, printed pieces, brochures and videos.
  - o Develop and maintain The LAM Foundation brand on all external communications.
2. Event Planning:
  - o Serve as primary event coordinator for annual LAMposium Conference. Work with CEO, Patient Services Director, LAMposium steering committee and key personnel to manage logistics for the educational program, speaker recruitment, facility logistics, event promotion, content and printed materials development, vendor relations, budget monitoring and project management.
  - o Serve as primary contact to LAM Liaisons for regional event planning. Assist Liaisons with event communications, online registration service and program development.
3. Journey's Printed Newsletter
  - o Collaborate with CEO, Scientific Director and Patient Services Director to produce annual or bi-annual editions of Journeys, The LAM Foundation's printed publication. Participate in editorial meeting, coordinate articles, edit stories and coordinate layout with graphic designer and printing and distribution.
4. Other outreach and communications support as needed
  - o Powerpoint creation, messaging and deck management



- Video production in collaboration with external vendors
- Other projects and duties as assigned

#### **Professional Competencies:**

- Desire and ability to anticipate, understand and respond to the needs of patients, donors and supporters to meet or exceed their expectations within the Foundations parameters
- Compassion and empathy for individuals and families living with chronic disease
- Professional confidence and decorum when working with VIPs, physicians, scientists and donors
- Passion for sustaining non-profit industries through communication and outreach activities
- Ability to think creatively, identify and resolve problems
- Strong analytical, organizational, project management and time management skills
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere
- Self-starter with strong desire to learn, high levels of integrity and autonomy

#### **Professional Skills and Qualifications:**

- BS/BA degree
- 1-4 years work experience in communications or PR in a healthcare or research environment preferred
- Event planning experience required
- Experience with email marketing services, specifically MailChimp preferred
- Excellent writing and editing skills
- Fluency with Microsoft Office and social media (specifically Facebook, Twitter and Instagram)
- Experience with HTML a plus
- Understanding of search engine optimization (SEO)
- Ability to travel 2-5 times per year and willingness to work occasional evenings and weekends