## Job Announcement for Medication Adherence Campaign

## Target Market Field Organizers

Nearly three out of four Americans report that they do not take their medications as directed. One in three people never fill their prescriptions. More than 1/3 of medication-related hospital admissions are linked to poor adherence. Most of these people include Americans with chronic conditions, which make up nearly 45% of the country’s population. The problem of non-adherence to medication costs the United States approximately $290 billion every year. To address this issue the National Consumers League (NCL) is developing and leading a groundbreaking, national education campaign on the importance of taking medications as prescribed. The campaign aims to raise consumer awareness of the importance of proper medication adherence—a vital first step toward better health outcomes. The campaign will reach consumers, specifically those with chronic conditions, and their caregivers, as well as health care practitioners.

NCL is hiring field organizers to coordinate on-the-ground campaign activities including management of a local coalition of representatives from national stakeholders, planning and execution of events, and conducting media outreach. We are looking to hire organizers in the following six cities: Baltimore, MD; Providence, RI; Raleigh, NC; Birmingham, AL; Cincinnati, OH; and Sacramento, CA.

The job responsibilities of the field organizers will include:

* Establishing relationships and coordinating with key campaign partners, including, but not limited to local representatives of national Committed Partners including the American Diabetes Association, the American Association of Colleges of Pharmacy, the American Medical Association and AARP, among others.
* Identifying additional local organizations to engage in the campaign
* Working with NCL to coordinate and organize earned media events and activities in their regions around the campaign launch
* Coordinating local activities and events that support national campaign activities (such as paid advertising, social media, and public relations)
* Maintaining a database of community-based organizations that you reach out to, as well as organizations that get involved in the campaign
* Recruiting and training patients to serve as spokespeople and tell their personal stories at events and to the media
* Disseminating campaign materials to community-based organizations
* Promoting the campaign website through outreach materials and events
* Participating in regular conference calls with NCL and preparing regular updates and a final operational report
* Monitoring progress and adjusting strategies as needed

Qualifications include:

* 6-8 years experience in field organizing, partnership building, issue advocacy and/or coalition building; experience with chronic disease organizations a plus,
* Demonstrated ability to recruit and mobilize community-based and grassroots organizations in support of public interest campaigns
* Experience in organizing and managing diverse coalitions
* Knowledge of the local market and familiarity with the health care community, particularly in the area of chronic disease, connections with minority populations in local communities a plus
* Experience planning press events and conducting media outreach; garnering media coverage for issue campaigns; promoting spokespeople in the media
* Dependable, detail oriented and well organized – able to multi-task, meet deadlines and adapt to the changing priorities of the campaign
* Strong computer, public speaking and written communication skills, including a grasp of social networking sites such as Facebook, Twitter and LinkedIn, as well as familiarity with data/list management

Perks for this position include working in the community rather than in an office setting, having a non-traditional work schedule (which may include evenings and weekends) and a casual/business casual dress code depending on the situation. Field organizers will need their own transportation to get to events, ability to produce and transport relevant hard copy materials (no heavier than 25 pounds), and have access to the Internet, a computer and cell phone.

These positions are currently funded at full-time for the first three months with an additional three months at part-time, and the possibility of continued part-time work. They are contract positions. Funding levels are subject to change and may impact the scope of work for this position.

Send cover letter, resume and salary requirement to XXX with the subject line “NCL Field Organizer Position – [CITY NAME].” Application deadline is XXX.

For more information on NCL*,* please visit [www.nclnet.org](http://www.nclnet.org).