

Account Executive

Strategic Communications and Public Affairs

Position Description

Who We Are

Established in 2005, Harbage Consulting is a mission-driven national health policy and communications consulting firm with deep policy, operational and outreach expertise in public programs. We help our clients navigate, develop and implement a wide range of health policies related to Medicaid, the Children’s Health Insurance Program (CHIP), Medicare, and the Health Insurance Marketplace. Our clients span state Medicaid agencies, county/local health services departments, state and national health care foundations, consumer advocacy organizations, hospitals, health systems, trade associations, and labor unions. While the core of our firm’s work has historically been in California, we have recently been involved in projects in a number of other states including Alaska, Colorado, Hawaii, Louisiana, Maryland, Minnesota, New York, West Virginia, Virginia, and Washington State.

Our firm is rooted in a commitment to improving and strengthening the health care delivery system. We pride ourselves on our relationship-driven approach to customer service, our ability to adapt to changing landscapes, and our innovative spirit. Our mission is to promote access to affordable, comprehensive, high quality health coverage and care and we pursue clients that enable our firm to stay true to that mission.

Position Description

Harbage Consulting offers a mission-driven, fast-paced environment focused on helping a range of clients improve the health care safety net. Many of our projects involve a combination of policy analysis, program implementation, stakeholder engagement, and communications. The Account Executive (AE) will play a key role in providing communications, stakeholder engagement and public affairs support to multiple teams across the firm.

Required Skills:

Communications Skills: The AE must have strong, persuasive writing skills and experience contributing to the development and implementation of strategic communications and public affairs strategies – under tight deadlines. S/he must effectively translate complex policy and programmatic information into easy-to-understand messages tailored to multiple audiences, as well as be able to identify and execute appropriate strategies for delivering those messages.

This will include: helping develop strategy memos, drafting blog posts, managing social media platforms, developing graphic design work and writing original communications for toolkits, fact sheets, brochures and other collateral materials.

Stakeholder Engagement and Public Affairs Skills: The AE must work effectively and build relationships with internal team members as well as clients, partners and external stakeholders. The AE will leverage communications opportunities with key influential audiences through traditional and social media, as well as other channels such as executive visibility, speaker's bureaus, and other engagements. The AE must advance coalition building activities. While Harbage Consulting does not engage in lobbying or advocacy, we help our clients navigate within political and public environments. The AE must participate in meetings with executives and senior officials from government, business and nonprofit organizations.

Account Management Skills: The AE will develop and ensure the maintenance of jobs in progress reports, project calendars, client files and other key structures to keep accounts organized and team members on track.

Responsibilities include, but are not limited to:

- Tracking news clips related to client and key issues or overseeing tracking of news clips
- Serving as point of contact and coordinator for client and other consultants
- Writing client updates and plans
- Developing and implementing social media strategies and content
- Developing media plans, press releases, and outreach documents, while executing targeted traditional, trade and specialty media outreach programs
- Organizing and participating in client meetings, ensuring key action items are captured and included in client project trackers
- Conducting research and preparing analysis on client and/or key issues
- Working with subcontractors and community partners as part of our outreach and education activities
- Helping implement the firm's marketing and communications plan, including helping update the website, developing content, managing email and social media campaigns
- Assisting senior staff in preparing strategic media plans, pitching/media monitoring, and understanding all aspects of media
- Delivering innovative ways to leverage the latest social media trends and platforms
- Engaging in firm-wide activities such as staff meetings, policy team meetings, and annual company retreats

Location

This position is located at Harbage Consulting's headquarters in Sacramento, California.

Required Qualifications

Must have:

- At least 3-plus years of experience in communications, public affairs, marketing, or a related field
- Bachelor's degree in Communications, Journalism, Public Affairs, Political Science, Public Policy or a related field
- Excellent oral and written communication skills
- Strong research and persuasive writing abilities
- Experience in creating and implementing multi-channel social media campaigns
- Ability to work in a fast-paced environment, "managing up" and asking for direction or support when needed to anticipate firm and client needs and implement responses
- Demonstrated experience with the Microsoft Office Suite, WordPress, InDesign, Illustrator and other commonly used design tools and software
- An interest in public policy and politics, and
- A commitment to making health care more affordable and accessible by improving access to health coverage, quality of care, and promoting positive change to the health care system.

Must be:

- A quick study
- A team player with a positive attitude
- Able to quickly adjust to changing client needs, reprioritizing and triaging work as needed
- Excited to work with a team of health care thought leaders who are driving meaningful system change
- Highly reliable and able to manage concurrent, multiple assignments of various priority and duration
- Able to develop positive working relationships with various stakeholders, including from: state and local government, hospitals, and health plans, and individuals such as advocates, providers, and consumers, subcontractors, and local partners

Preference will be given to those who have:

- Worked in a health care policy and communications capacity
- Marketing, public relations or public affairs agency experience
- Knowledge of behavioral health and/or Medicaid policy issues
- Language skills such as Spanish, Korean, Vietnamese, Russian

Compensation

- Competitive salary commensurate with experience
- Comprehensive benefit package and 401(k)

To Apply

Please submit the following documents to careers@harbageconsulting.com with the subject line "Account Executive":

- Resume
- In lieu of a cover letter, please submit a statement on why you care about improving access to health care and improving the health care delivery system (limited to 250 words)
- Three professional references who are willing to be contacted, include phone numbers and email addresses