



Job Title: Virtual Community Manager & Digital Advocacy Coordinator

Location:

Must be a Missouri resident (Remote position)

Organization Overview:

The Missouri Rural Health Association (MRHA) is dedicated to improving the health and well-being of rural Missourians. The MRHA Connect Tool is a virtual hub for health-focused professional groups, professionals, and advocates across Missouri. It is designed to bridge geographic gaps and foster collaboration, resource sharing, and advocacy throughout Missouri.

Position Overview:

We are seeking a **Missouri-based Virtual Community Manager & Digital Advocacy Coordinator** to lead the MRHA Connect Tool. This individual will manage online communities, moderate discussions, engage in advocacy work, and drive social media strategies for health-focused advocates across the state. As a liaison to the Missouri Foundation for Health's **Exemplary Advocate Cohort (EAC)**, this role will focus on elevating health care and social determinates of health priorities and fostering meaningful online engagement through the MRHA platform with the ultimate goal of driving collaboration that will lead to healthcare equity. This position will also be responsible for on-boarding of other health care practitioners, individuals, and partner organizations onto the MRHA Connect Tool.

This is an exciting opportunity for an ambitious, highly organized, creative, independent, and resourceful individual interested in joining a small but growing team that works with a diverse group of network partners throughout the state of Missouri.

This is a full-time, exempt, salaried position that pays \$60,000- 65,000 annually. This position is remote and open to those who live anywhere in the state, as MRHA believes that geographic location should not be a barrier to meaningful employment. We also offer 100% coverage of health insurance for individual employees, and a generous time off policy. May include occasional travel, including overnight stays. This position is grant-funded for three years, and continued employment depends on the availability of further funding.

Key Responsibilities:

- **Virtual Community Management & Moderation:**
 - Oversee daily operations of the **MRHA Connect Tool**, which serves as a social media-like platform for health-focused advocates.
 - Lead the onboarding process, including creation and maintenance of onboarding materials and process, for new members, ensuring they feel welcomed and engaged.
 - **Moderate discussions** to ensure respectful, productive communication, review user-generated content, and manage community guidelines.
 - Create engaging sub-communities tailored to various advocacy sectors and facilitate cross-collaboration.

- **Lead discussions** and foster a sense of community by organizing virtual events and engaging conversations.
- Content creation for the platform, including but not limited to posting discussion topics, educational content, news and updates, multimedia content, blog posts, newsletters, and articles.
- Utilize social media best practices to increase platform participation and **drive user engagement**.
- Maintain MRHA Connect's brand voice/image
- Respond to member and user inquiries in a timely and helpful manner.
- **Digital Advocacy Coordination:**
 - Act as a liaison for the **EAC**, helping to coordinate health-focused advocacy campaigns and policy discussions.
 - Build relationships with health-focused advocates and providers, including those in isolated rural communities, to encourage participation and amplify their voices.
 - Collaborate with healthcare and health-focused organizations to promote initiatives that address **social determinants of health (SDOH)**
- **Engagement & Social Media Strategy:**
 - Manage social media channels to promote the MRHA Connect Tool and advocacy efforts.
 - Lead marketing strategy development and execution for membership and the Connect tool
 - Develop and send out a monthly newsletter.
 - Develop and execute outreach campaigns to recruit new members and grow the online community.
 - Implement **gamification techniques** such as leaderboards and badges to increase user engagement and recognize active members.
 - Analyze and report community engagement metrics and use data-driven strategies to improve platform participation.

Qualifications:

- Proven experience in online **community management**, preferably within healthcare or advocacy sectors.
- Commitment to and experience in social change activism such as legislative advocacy or political/policy issue campaigns; community organizing; working with coalitions and stakeholders; and/or implementing communications strategies; experience in **digital advocacy** strongly preferred.
- Strong knowledge of **social media strategies**, online platforms, and digital engagement.
- Proven skills in community organizing or engagement, leadership and relationship development, collaboration, and team building
- Exceptional **communication skills**, both written and verbal, to engage diverse audiences.
- Experience in **moderating communities**, managing content, and driving user discussions.
- Knowledge of **Missouri's healthcare and SDOH landscape** and experience with their advocacy efforts.
- Ability to convey complex information in writing and speaking so the general public easily understands it.

- Strong organizational skills, including an ability to manage several projects at once and respond to tight timelines.
- Experience with working independently in a collaborative team environment.
- Bachelor's degree preferred.

Preferred Skills:

- Proficiency in analyzing community metrics and adjusting engagement strategies accordingly.
- Familiarity with healthcare systems, social determinants of health, and knowledge of public policy.
- Knowledge and experience with the Missouri political landscape

Job Type: Full-time

Compensation: \$60,000- 65,000.00 per year

Benefits:

- Flexible schedule
- Health insurance
- Paid time off plus all federal and state holidays as well closure of the office as the last week of the year to allow our employees time to spend with their families and loved ones
- Retirement benefit
- Opportunity to have a direct impact on health advocacy efforts statewide

Flexible Schedule:

- Monday to Friday, with very occasional evenings and weekends
- Self-determined schedule, with approval by Executive Director

Work Location: Flexible. 100% Remote but must be located in the state of Missouri; occasional travel across the state and to Jefferson City. We encourage applicants from rural communities.