



## **JOB DESCRIPTION**

### Senior Communications Practitioner

We are seeking a senior communications practitioner to join our fast-growing team and lead integrated communications programs. The ideal candidate will have a proven track record of building and leading successful campaigns for healthcare companies or pharma brands. In addition to leading important client relationships, you will also contribute to agency growth, business development, operations, marketing, and team mentorship – all with the highest professionalism and enthusiasm for the clients, industry, and agency.

### **Qualifications:**

- 10+ years of relevant experience in public relations and/or communications Marketing, preferably in an agency setting
- Demonstrated experience working directly with clients on day-to-day activities, building and managing teams to execute public relations and integrated marketing plans effectively
- Strong communicator, with excellent verbal, written and analytical skills
- Expertise in storytelling channels, including earned, owned, shared and paid
- Be a dedicated professional with exceptional crisis and issues management skills across a range of clients and health industries
- Demonstrate deep knowledge of pharma and health landscape

### **Desired Qualifications:**

- Experience with external communications (i.e. media relations, product communications, medical meetings), internal communications (i.e. employee engagement, executive communications), and special projects (i.e. stakeholder research, crisis/issues management).
- Experience in science-related health care public relations such as pharmaceutical or direct-to-consumer product marketing, patient advocacy/public affairs, education campaign development and execution, social marketing and media relations

- Ability to distill complex information into compelling and simple terms, including issues pertaining to the industry and the regulated health care environment
- Experience or understanding of regulatory processes and/or disease areas (oncology, diabetes, CNS, rare disease, etc.) would be helpful, but not required

**Moore Culture:**

Moore prides itself on a culture of teamwork. New employees often comment that, despite having more than 42 employees who bring unique perspectives and experiences to the table, the Moore team is remarkably cohesive. Differences in team members are embraced and encouraged, to bring fresh creativity and new approaches to every project. With the strong emphasis on teamwork and open-door communication policy, employees feel supported and emboldened at every step. Staff is quick to recognize their colleagues' achievements at weekly team meetings, further deepening the culture of collaboration.

To relax and recharge, team members receive the week between Christmas and New Year's Day off with pay, in addition to all traditional holidays. Employees may take their birthday off and work on a flex schedule, that allows all full-time employees to work a half day every Friday.

To keep employees healthy and happy, Moore offers an optional wellness program, in which 100 percent of employees participate.

Moore has been named a Best Place to Work 11 years in a row and is based on company policies, practices and demographics, as well as employee feedback received through an anonymous survey. This recognition speaks to the culture that has been created at Moore—a culture of excellence and collaboration that results in success for clients and happy, loyal employees. Moore boasts a 91% employee retention and 98% client retention rate.

Moore has been in business 29 years and is headquartered in Tallahassee, Florida, with offices in New Orleans, West Palm Beach and Denver and remote team members in other locations.

If you are interested in applying for this position, please submit your resume to Amanda Peterson at: [amandap@themooreagency.com](mailto:amandap@themooreagency.com) with "Candidate" in the subject line.