

# PATIENTS FOR AFFORDABLE DRUGS™

## Social Media & Content Associate (Part-Time)

### ABOUT THE ORGANIZATION

Patients For Affordable Drugs (P4AD) is the only national patient advocacy organization focused exclusively on lowering prescription drug prices. The bipartisan organization, founded by a patient with incurable blood cancer, amplifies the voices of Americans struggling under crushing drug prices to ensure policymakers and elected officials understand the toll of high drug costs. P4AD does not accept contributions from any organizations that profit from the development or distribution of prescription drugs.

### ABOUT THE ROLE

P4AD is seeking a creative, organized, and motivated part-time Social Media & Content Associate to support our digital communications and content creation. This is an entry-level role for someone excited about telling compelling stories, creating engaging social media content, and building the skills to communicate effectively across digital platforms. The ideal candidate is a strong writer with good instincts for social media, an interest in creating video and other digital content, and a willingness to jump in wherever needed.

*Spanish-language proficiency is strongly preferred, and the Social Media & Content Associate will have opportunities to help create and adapt content for P4AD's growing Spanish-speaking community.*

**This position reports to the Bilingual Digital Manager**

### KEY RESPONSIBILITIES

- Help manage P4AD's day-to-day social media presence, including maintaining the content calendar and drafting, scheduling, and publishing content around campaigns, reports, patient stories, and timely moments.
- Create engaging, platform-specific content that translates P4AD's work, patient stories, and complex policy issues into accessible and compelling social media content.
- Develop short-form video content from concept through execution, including identifying ideas, filming, editing, captioning, and adapting content across platforms.
- Create and adapt graphics, social cards, and other visual assets using tools such as Canva.
- Monitor social media channels, engage with P4AD's online community, and track performance to identify what is resonating and inform future content.
- Stay current on social media trends, emerging formats, and new platforms, and proactively identify opportunities for P4AD to experiment, participate in relevant conversations, and reach new audiences.
- Help create and adapt Spanish-language social media and digital content, working with internal staff and external partners as appropriate.

### QUALIFICATIONS

- Self-starter with excellent writing, editing, and proofreading skills, with an ability to write clearly and conversationally for different audiences and platforms.

- Strong instincts for social media and an understanding of what makes content engaging and shareable.
- Experience creating digital content, particularly short-form video, whether through professional work, internships, school, volunteer work, or personal projects.
- Familiarity with basic video editing and graphic design tools; experience with platforms such as Canva, CapCut, Adobe Premiere, or similar tools is a plus.
- Strong attention to detail and organizational skills.
- Professional proficiency in Spanish is strongly preferred, particularly the ability to write and create digital content in both English and Spanish.

**You might be a particularly strong fit for this role if you:**

- Are constantly noticing interesting social media formats, videos, trends, or storytelling approaches and thinking about how an organization could use them.
- Enjoy both writing and visual storytelling and are excited to develop skills in both.
- Are comfortable experimenting with video and appearing behind or in front of the camera when needed.

**POSITION LOGISTICS**

- **Location:** Candidates must be based in the Washington, DC area and available to work regularly from P4AD's DC office. In-office work will generally be required 1–2 days per week, with scheduling based on content needs and coordinated in advance.
- **Employment Status:** This is a part-time, hourly non-exempt position.
- **Hours:** 16 hours per week. Any hours beyond this per week must be approved in advance by management. Occasional work outside traditional office hours may be required.
- **Compensation & Benefits:** \$25-\$35 per hour, commensurate with experience

**HOW TO APPLY**

Send your resume and a brief cover letter in one combined PDF document answering 2 questions to [jobs@p4adnow.org](mailto:jobs@p4adnow.org):

1. Tell us briefly: Why are you interested in working with P4AD, and what makes you a strong fit for this role? Please keep your response to 250 words or less.
2. Show us your creative side: include a link to a portfolio, social media account, or 1-2 examples of previous content you have created.

We will review applications on a rolling basis until the position is filled.

P4AD is an equal opportunity employer committed to developing a rich culture, a diverse workforce, and a healthy work environment in which every employee is treated fairly, is respected, and has the opportunity to contribute to the success of the organization while achieving their full potential as individuals. We value having staff who have lived experience/come from communities most impacted by high drug prices. We especially encourage people of color, LGBTQ people, transgender and gender non-conforming people, and people with disabilities to apply.