

Job Description

Title: Access Campaign Medical Outreach Manager		Date: Rev Nov. 2018
Select One: <input type="checkbox"/> New Position <input checked="" type="checkbox"/> Revised Job Description (indicate previous position title): Medical Outreach Mgr		
Position Classification (for internal purposes): Functional Manager		
Status: <input checked="" type="checkbox"/> Full-Time; <input type="checkbox"/> Part-time; <input type="checkbox"/> Temporary (length of assignment):		# of hours/week: 40+
FLSA Classification: <input type="checkbox"/> Non-exempt; <input checked="" type="checkbox"/> Exempt		
Location: Office <input type="checkbox"/> Portland <input type="checkbox"/> D.C. and/or Remote <input checked="" type="checkbox"/> Prefer California in Los Angeles or San Francisco area, but will consider Denver, Colorado and Washington, D.C.		
Position Reports To (title): Access Campaign Director		Department: Policy & Programs

Organization: Across the nation, Compassion & Choices works to create a society that affirms life and accepts the inevitability of death, embraces expanded options for compassionate dying, and empowers everyone to choose end-of-life care that reflects their values, priorities and beliefs. To make this vision a reality, we improve care, expand options and empower everyone to chart their end-of-life journey.

Position Summary: The Access Campaign's goal is to integrate and normalize all end-of-life options, including medical aid in dying, into the standard of care. This position is primarily responsible for strategic advocacy and outreach to medical providers, healthcare facilities and systems, healthcare associations and healthcare regulators around the full range of end-of-life care options, including medical aid in dying. This position focuses on networking and advocacy to persuade healthcare systems to adopt new policies that support patient choice for medical aid in dying, educating doctors and other medical professionals, and recruiting medical providers to become advocates within their networks. This position will seek to build a trusted, reliable, and valuable resource brand for C&C. This position requires a strong commitment to end-of-life choice, including medical aid in dying.

Essential Duties and Responsibilities: Core duties and responsibilities include the following:

- Develop and implement an annual Medical Outreach Plan for several states, including target goals and performance metrics.
- Work to ensure that supportive policies and internal referral procedures regarding patient choice on medical aid in dying are adopted by healthcare systems, individual hospitals and clinics, hospices, and long-term care facilities.
- Develop and support strong networks of doctors, other medical professionals, facility administrators, medical associations, regulators, storytellers and reporters across multiple states.
- Develop productive working relationships between key stakeholders and the Access Campaign Director and other key staff as measured by the number of such things as relationships developed, meetings scheduled, policies adopted and educational events conducted.
- Work to ensure that medical providers are fully educated on medical aid in dying by facilitating educational opportunities between the Access Campaign and medical associations and healthcare systems/hospices.
- Work to ensure collaboration and technical assistance to governmental agencies and healthcare insurers.
- Work to ensure that pharmacies carry medical aid-in-dying medication.
- Coordinate all regional medical provider outreach activities and medical provider advocates. Set and maintain standards for compelling Compassion & Choices messaging.
- Develop a medical provider outreach program and activities that engages and develops relationships with healthcare providers and key stakeholders.
- Recruit, train, and manage healthcare providers who act as advocates within their networks and who are willing to speak with the media and testify at legislative hearings.
- Build and support a coalition of physicians who support medical aid in dying.
- Seek out high value opportunities for advocates to provide education and technical assistance, including but not limited to in-services, grand rounds, CMEs and conferences.
- Seek out storytellers willing to share their stories.
- Represent Compassion & Choices at public events and forums, and conduct trainings as needed.
- Manage, track and report data to track progress toward goals and engagement with key stakeholders in Compassion & Choices' work. Keep workplan spreadsheets current within 24 hours of receiving new relevant information
- As necessary, serve as a spokesperson and a key liaison with partner organizations.
- Ensure the accurate and appropriate representation of the Compassion & Choices brand in all materials and activities.
- Assist the Access Campaign Director as needed and work in coordination with other C&C staff.

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- Support all C&C efforts as requested; including, but not limited to, activities such as identifying prospects, briefing donors, alerting staff of fundraising opportunities, reaching out to donors, participating in phone-a-thons, etc.
- Timely and accurate completion of related reports (such as company credit card statement, performance reviews, time cards, etc.).
- Demonstrates commitment to and active support of C&C's Diversity & Inclusion program.
- Other duties as required.

Supervisory Responsibilities: Directly supervises medical provider advocates in accordance with the organization's procedures and policies. Responsibilities include recruiting, interviewing, training and managing advocates; planning, assigning and directing work; stewardship; and addressing complaints and resolving problems.

Values: Must be energized by the idea of working at an organization with the following values:

- **Compassionate** in our conviction that dying patients should be free of unwanted treatment, suffering or outside interference.
- **Respectful** of the autonomy of individuals to decide what end-of-life options are best for them and their family.
- **Courageous** in our willingness to confront the toughest end-of-life health challenges, disrupt the broken status quo and protect an individual's right to self-determination.
- **Credible** in all our education, advocacy and partnerships — our efforts are grounded in objective research and demonstrable facts.
- **Resilient** in our capacity to respond to opportunities and threats in the movement so that we can achieve our vision as quickly as possible.

Competencies: To perform the job successfully, an individual should demonstrate the following competencies:

- **Strategic** - Develops strategies to achieve organizational goals. Understands organization's strengths & weaknesses. Analyzes market and competition. Identifies external threats and opportunities. Adapts strategy to changing conditions.
- **Networking** - Ability to easily connect people from different areas to achieve the Access Campaign goals.
- **Critical Thinking** - Ability to actively and skillfully analyze information and convert that analysis into effective and efficient solutions; Develops ideas to achieve organizational goals; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision making process.
- **Planning/Organizing** – Effectively prioritizes and plans work activities. Uses time efficiently. Plans for additional resources. Sets goals and objectives. Strives to increase productivity. Organizes or schedules other people and their tasks. Develops realistic action plans. Works efficiently and with minimal supervision..
- **Adaptability** - Adapts to changes in the work environment. Manages competing demands. Changes approach or method to best fit the situation. Able to deal with frequent change, delays, or unexpected events.
- **Dependability** - Follows instructions, responds to management direction. Takes responsibility for own actions. Keeps commitments. Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan.
- **Detail oriented** – Possesses extreme attention to detail; catches own errors early on.
- **Initiative** - Volunteers readily. Undertakes self-development activities. Seeks increased responsibilities. Takes independent actions and calculated risks. Looks for and takes advantage of opportunities. Asks for and offers help when needed.
- **Innovation** - Displays original thinking and creativity. Meets challenges with resourcefulness. Generates suggestions for improving work. Develops innovative approaches and ideas. Presents ideas and information in a manner that gets others' attention.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations. Listens and gets clarification. Responds well to questions. Demonstrates group presentation skills. Participates in meetings.
- **Professionalism** - Approaches others in a tactful manner. Reacts well under pressure. Treats others with respect and consideration regardless of their status or position. Accepts responsibility for own actions. Follows through on commitments.
- **Self-Management** – Strong time management skills.

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- **Written Communication** - Writes clearly and informatively. Edits work for spelling and grammar. Varies writing style to meet needs. Presents numerical data effectively. Able to read and interpret written information.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education and Experience:**
 - Bachelor's Degree in a health-related field of study preferred - or equivalent combination of education and/or experience.
 - Minimum 5 years' experience working at a policy level with medical professionals or administrators.
 - **Advocacy Networking & Coalition Building Skills:** Demonstrated experience being able to network across multiple professional disciplines (doctors, pharmacists, hospital CEOs) for advocacy purposes.
 - **Advisory Group, Volunteer Coordination OR Organizational Management Skills:** Minimum 3 years' experience coordinating advisory groups, volunteers or other experience demonstrating the ability to effectively manage the efforts of individuals and groups.
 - **Program OR Project Management Skills:** Demonstrated experience developing and managing programs or projects and knowledge of project management principles.
- **Language Skills:** Demonstrated experience with public speaking and giving presentations. Ability to read, analyze and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.
- **Mathematical Skills:** Ability to work with mathematical concepts such as probability and statistical inference and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as, fractions, percentages, ratios, and proportions to practical situations.
- **Reasoning Ability:** Ability to define problems, inductive and deductive reasoning, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- **Computer Skills:** To perform this job successfully, an individual should have working knowledge of related software (e.g., CRMs, Microsoft Office Suite, Google products, website editing, and Facebook). Must have the ability to adapt to new software tools as they become available.

Other Qualifications

- **Certificates, Licenses, Registrations:** Valid driver's license and registered, insured vehicle required.
- **Travel:** Must be able and willing to travel and have own means of transportation where applicable (overnight and possible weekends). Must be able and willing to drive or fly to attend meetings and outreach events across multiple states. 35% of travel.

Environmental

- **Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit for longer periods of time. The employee is occasionally required to stand and walk (includes maneuvering through airports and hotels). The employee must occasionally lift and/or move up to 25 pounds.
- **Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally exposed to



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outside weather conditions. The noise level in the work environment is usually moderate and typical of that found in an office environment.

To apply: Email current resume and a formal cover letter to HR@CompassionAndChoices.org. In the subject line of your email, please indicate "Last_First Name, ACMOM, 11-2018". In your cover letter, please address (1) how our mission aligns with your personal philosophy, (2) a brief summary of your directly related experience, and (3) your salary expectation (being specific with an amount/range vs 'negotiable'). No agencies please.