



Patient Engagement and Education Officer **Job Description**

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

JOB SUMMARY:

The Patient Engagement and Education Officer (Officer) is a patient-centered role that will strategically educate, support and empower the melanoma community so that they are able to make informed decisions from prevention to survivorship. The Officer is responsible for relationship building with melanoma patients in the cutaneous and rare subtype (ocular, pediatric, mucosal, acral) space to understand their educational and support needs and collaboratively develop, update and create programming to meet their needs. The Officer will communicate across the Foundation's programmatic areas to ensure alignment with the Foundation's strategic plan and objectives respective to education and support.

The Officer will engage with melanoma key opinion leaders and patients in multiple disciplines (e.g. dermatology, epidemiology, oncology, surgery, and radiation therapy) to review MRF-developed educational content and programming to ensure both clinical accuracy and that the patient-voice is represented. Ensuring that all educational materials are up-to-date, timely and relevant while working with the marketing and communications team to develop a strategic communications process to meet objectives and education goals.

In addition, the Officer will work closely with the programmatic team to ensure that educational content is balanced, accurate and included across the program areas of research, advocacy, rare melanomas and development. The Officer will work with corporate partners and convey the strategic objectives of the education program, work on annual proposals, present updates at annual meetings and provide post-funding metrics reports as appropriate. This position will report to the CEO and will manage a team of three.

DUTIES AND RESPONSIBILITIES:

Program Development

- Lead strategic education efforts in prevention, awareness, early detection and treatment of melanoma
- Create new educational materials in collaboration with the Programs team and feedback from the patient community



- Develop and work collaboratively and cross-departmentally with programmatic colleagues on the further development of the key initiatives related but not limited to Survivorship, Prevention, Rare Subtypes and SunAWARE
- Develop patient surveys and focus groups to determine educational, engagement and support needs and gaps
- Develop a database of patients to work closely with on educational programming across the melanoma disease areas and develop strategic opportunities for engagement across the Foundation
- Develop an annual strategic plan for educational and support programming with programmatic stakeholders to include cutaneous and rare subtypes
- Oversee content development, patient/professional focus group testing of educational materials and concepts
- Develop the educational messaging around public awareness and prevention campaigns and work with the Communications Department and other departments as needed
- Strategize with the broader program and communications team on newsworthy educational and clinical items to promote and share with the wider melanoma community.
- Participate in white paper development or posters related to educational programming

Program Support

- Manage key vendors related to educational material development
- Staff the board Prevention Committee
- Engage and respond to patient and caregiver communications and triage as needed
- Ensure educational material integrity and ensure all web and print materials are up-to-date, accurate, and accessible to the melanoma community
- Develop a quality improvement process for engagement and educational programming of the Foundation
- Support and oversee measurement and evaluation of educational deliverables, including outcome and impact metrics
- Maintain and grow the Education Institute coursework by developing new courses and expanding upon the Certified Melanoma Educator Course, including CME opportunities
- Engage with the development team and industry partners on education needs and findings including but not limited to advisory boards, surveys, needs assessments and better understanding the patient journey
- Develop and manage Education Department budget(s)
- Provide stewardship and progress reports to the development team based on industry partner funding
- Other responsibilities, as needed



KNOWLEDGE, SKILLS, AND ABILITIES:

- Non-profit experience preferably health education in a cancer-related field or organization
- Experiences analyzing quantitative and qualitative data to develop programming
- Health literacy and equity program experience
- Team player who is passionate about helping others, collaborating to improve outcomes for patients and a desire to work for a mission-driven organization.
- Excellent communication, organization, and writing skills
- Exemplary relationship building skills internal/external staff, board officers, vendors and members of the melanoma community
- Experience developing patient-facing educational and support activities and materials
- Ability to work with diverse population and be sensitive to cultural differences
- Proven ability to be a proactive, responsible and a dedicated worker
- Team player, creative thinker, collaborative and effective problem-solver
- Experience managing an interdisciplinary team
- Ability to travel (15%). Some overnights and weekends are required

EDUCATION:

- Five to seven years of experiences in oncology or dermatology health education
- Bachelor's degree in health-related program required
- Masters preferred
- MCHES certification preferred
- Social work background considered

ADA PHYSICAL DEMANDS: *The physical demands represent those that must be met by an employee to successfully perform the essential duties and responsibilities of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.*

- The position requires being seated for several hours a day
- The employee must frequently speak and hear as well and utilize the telephone, computer keyboard and monitor, pen and paper
- The employee is required to walk and/or travel by car, train or plane
- Position is based in Washington, DC.

Resume and Cover Letter can be submitted to HR at hr@melanoma.org