

Job Description

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| Job Title | Vice President of Communications and Public Relations | | |
| Reports to | Senior Vice President, Advocacy & Policy & Deputy General Counsel | | |
| Effective Date | January 1, 2019 | Manager of People | Yes |
| FLSA Status | Exempt | EEOC Class | 1.1 |

ABOUT NCHA

The NCHA is a healthcare trade association that represents all of North Carolina's 130 hospitals and health systems. This \$15M enterprise operates in three distinctive areas. Core to its mission, the organization develops and delivers policy, advocacy, lobbying, education offerings, and member services. The organization also operates the fifth largest hospital association run foundation in the country. The foundation acts as a conduit between large national funders and the state's healthcare systems. Finally, the association operates a for-profit shared services organization that provides resources and services to members and other strategic partners. The NCHA works to improve and enhance the overall health and well-being of its communities through supporting high quality patient care, education and research programs, and a variety of collaborative partnerships and initiatives.

PURPOSE

Responsible for planning, development, implementation, and success monitoring of communications, media relations, and digital strategies for NCHA. Works with executive leadership and team leaders to ensure that all marketing and communications initiatives are aligned and support strategic goals of the system. Works as part of advocacy and policy team to build and implement integrated plans and campaigns to increase awareness of NCHA priority issues across key stakeholder audiences. Directs the creation of content for the public website and social media and oversees development and production of member resources and communications. Serves as spokesperson and primary point of contact for media relations on behalf of the organization.

RESPONSIBILITIES

- Oversees NCHA public relations and communications function, develops and implements targeted strategic communications plans and campaigns, and manages department budget.
- Provides direction, coordination, training, and evaluation of personnel under supervision of the position. Manages workflow for Communications team; utilizes and manages outside support as needed to accomplish organizational goals.
- In cooperation with senior leadership, monitors trends and identifies key issues affecting members and develops appropriate responses and/or action plans.
- Cultivates and manages relationships with all media and oversees media contacts for most other NCHA personnel. Advises NCHA staff on approaches to take with various media outlets on specific issues. Drafts and distributes media communications.
- Develops and maintains network of key contacts among member hospitals and with partner organizations to encourage and obtain leadership, cooperation and assistance for NCHA activities. Fosters regular exchange of information and cooperation with members.

- Serves as communications counsel for NCHA leadership; assists in business development rollout planning, public awareness campaign development and educational program planning as needed and as time permits.
- Manages vendor relationships as needed in support of NCHA programs and services, including market research and campaign development. Supports organization's interface with state officials and hospital leaders on issues regarding disaster preparedness and emergency response.
- Manages consumer relations activities on behalf of NCHA, including public complaints between individuals and members.
- With Communications team, supports and enhances internal communications efforts to build engagement and awareness among staff of NCHA priorities and programs.
- In accordance with Lean principles, identifies and supports opportunities for process improvement including member engagement and the use of new technologies to further organizational goals.
- Performs other tasks and duties as identified or assigned by the President or the position itself.

INTERNAL RELATIONSHIPS

- Works closely with the President and Senior VP of Advocacy and Policy. Works with all staff members on NCHA communications and activities. Manages a staff of three to include; Senior Director of Member and Grassroots Communications, Member Communications Director and Advocacy Communications Manager.

EXTERNAL RELATIONSHIPS

- Has frequent contact with representatives of news media and member hospital/health system public relations and government relations staff. Has frequent contact with state government agency personnel and other healthcare association representatives. Has occasional contact with member CEOs, other members of the C-suite, and member GROs.

EDUCATION AND EXPERIENCE

- Bachelors' degree in Communications, Journalism/Public Relations, English or related field.
- Minimum ten (10) years of communications, public relations, or marketing, or related experience preferred.
- Preference will be given to those with political campaign experience.
- An equivalent combination of education, training, and experience may be considered.

KNOWLEDGE, SKILLS AND ABILITIES

- Strong knowledge and experience in the development and execution of public relations, communications, and marketing activities.
- Strong multi-tasking skills with a proven track record of delivering exceptional results
- Demonstrated experience in media relations and as a spokesperson.
- Excellent interpersonal, communication, writing, and collaboration skills. Good problem-solving skills.
- Ability to establish and maintain effective working relationships with co-workers, managers and clients.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

- Work performed mostly in an office environment.
- Use a computer throughout the workday.
- May require occasional travel.

To apply, please send a cover letter and resume to HR@ncha.org.

North Carolina Healthcare Association is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, age, sex, national origin, veteran status, disability, sexual orientation, sexual preference, or other protected status.