

Job Description

Job Title	Member Advocacy Coordinator		
Reports to	Director of Government Relations		
Effective Date	January 1, 2020	Manager of People	No
FLSA Status	Exempt	EEOC Class	2

ABOUT NCHA

NCHA is a state-wide trade association representing more than 130 hospitals providing acute care, ambulatory care, sub-acute care, rehabilitative, home health and hospice services, behavioral health services, state psychiatric inpatient services and veterans' services. The association promotes and supports our members and associated partners by advocating for sound public policy, advancing collaborative partnerships, and accelerating innovation to improve the health of the communities where we live and work. NCHA achieves this work by leverage the scope and scale associated with a \$17+ million-dollar organization, which is funded by members' dues, grants, and shared service.

PURPOSE

Manage the grassroots development and coordination function through contacts with hospital and health system personnel. Develop and direct advocacy plans and initiatives between NCHA and its members. Manage NCHA grassroots activities through hospital contacts on key hospital and health system issues.

RESPONSIBILITIES

- **Development:** Assist the Director of Government Relations and Vice Presidents in developing grassroots organizations at each member hospital or health system.
 - Identify hospitals with no current grassroots advocacy plan. Work with local team members identified by the CEO of each hospital to develop and nurture the local grassroots organization.
 - Assist team members in hospitals with current grassroots plan.
 - Build and maintain a network of hospital executives, administrative team members, and trustees willing to develop positive relationships with elected officials and to use those relationships to educate elected officials about hospital and health system issues pending before the General Assembly and the Executive Branch.
 - Work with Director of Government Relations to schedule legislative visits at hospitals, primarily during grassroots events and legislative briefings.
- **Maintenance**
 - Work with advocacy team members to identify opportunities to engage grassroots networks.
 - Attend and/or facilitate educational opportunities for local networks.
 - Maintain personal liaison with member hospitals and identified grassroots leaders.

- Develop and implement a system of routine and, when appropriate, timely communication between NCHA and member hospitals to inform grassroots activities.
- Coordinate NCHA members' participation in NCHA and AHA-sponsored activities in Raleigh, including Advocacy Days hosted annually during the legislative session.
- Invite and/or coordinate members' participation in other special activities or initiatives, as required, such as orientation programs for new elected representatives.
- Coordinate with NCHA Deputy General Counsel and General Counsel to ensure grassroots activities comply with the law.
- Elections and Campaign Work
 - Work with grassroots leaders at hospitals to hold voter registration drives for hospital employees.
 - Encourage hospital employees to engage and meet with local elected officials as well as those running for office.
 - Organize candidate forums with hospital leadership and employees in partnership with local organizations.

MISSION/VISION/VALUES

- Embrace the NCHA mission to improve the health of the communities where we live and work by advocating for sound public policy and collaborative partnerships.
- Support the vision for A North Carolina where high-quality healthcare is equitable and accessible for all.
- Demonstrate the association's core values in all relationships, at all times. Respect. Integrity. Teamwork. Accountability. Perseverance.

INTERNAL RELATIONSHIPS

- Work closely with the Director of Government Relations, Vice President of Communications, and Senior Vice President in developing grassroots advocacy strategies to influence public policy.

EXTERNAL RELATIONSHIPS

- Communicate frequently with Executives and appointed staff at every North Carolina Hospital.

EDUCATION AND EXPERIENCE

- Bachelor's degree in related field.
- Health care experience and an understanding of the political process preferred.
- An equivalent combination of education, training, and experience may be considered.

KNOWLEDGE, SKILLS AND ABILITIES

- Experience interacting with member-based organizations; proven ability to collaborate effectively with various stakeholders.
- Strong analytical, problem solving, and organizational skills.
- Ability to command respect; maintain poise and presence under pressure.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

- Significant travel ensuring personal visits to each participating hospital, especially during grassroots events.

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.

Please send resumes to HR@ncha.org by October 25, 2019