

Job Description

Job Title	Communications Manager		
Reports to	Director of Communications		
Effective Date	May 14, 2022	Manager of People	No
FLSA Status	Exempt	EEOC Class	2

ABOUT NCHA

NCHA is a statewide trade association representing more than 130 hospitals providing acute care, ambulatory care, sub-acute care, rehabilitative, and other healthcare 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 leveraging the scope and scale associated with a \$20+ million-dollar organization, which is funded by members' dues, grants, and shared services.

PURPOSE

The North Carolina Healthcare Association is looking for a dynamic, effective and experienced communicator with a passion for storytelling and strong relationship building. Reporting to the Director of Communications, the Communications Manager will play an important role in the association's advocacy and integrated communications strategies, working to amplify NCHA's and our members' stories and services in public arenas to increase our visibility and effectiveness, in keeping with our mission. Working with the Advocacy, Policy and Communications team in a fast-paced environment full of variety, opportunity and innovation, this role will oversee content creation, distribution and measurement of the association's public relations, social and digital content initiatives and programming.

RESPONSIBILITIES

- Reporting to the Director of Communications, the Communications Manager will oversee content creation, distribution and measurement of NCHA's public relations, social and digital content initiatives and programming.
- Working with the Advocacy, Policy and Communications team, the manager will play an important role in the association's integrated communications strategy, working to elevate NCHA's and the North Carolina health system and hospital industry's reputation among key stakeholders including with legislators, news media and the general public.
- With the Vice President and Director of Communications, craft and shape the association's messages and voice, developing story angles and communication campaigns that include member communications and stories, social media, traditional media and other public relations strategies.
- Drive NCHA's content strategy, communication planning and storytelling initiatives forward that convey thought leadership and industry innovation. Manage content development and publication of

special reports, talking points, press releases, videos, podcasts, and/or editorial pieces on NCHA legislative issues.

- Develop and curate interesting and useful web/social media content, including but not limited to written content (including blog posts), infographics, photos, and video content and determines appropriate strategies and platforms to reach target audiences.
- Manage planning and execution of strategic media relations campaigns and maintain strong relationships with media outlets. Work in collaboration with the Vice President of Communications and with other team members to develop pitches and to share information about important NCHA initiatives and hospital member or NC healthcare industry success stories.
- Develop and manage content for NCHA.org and NCHealthcare.org such as blogs, videos, podcasts, articles and other member- or public-facing informational vehicles.
- As part of the communications team, support NCHA and its subsidiaries in communications activities with association members and the public. As needed, consult on or provides writing, editing, proofreading and graphics for slides, speeches, newsletters, and other communications. Identifies and shares best practice strategies and tools with NCHA staff and member hospitals.
- Actively generates ideas for compelling content to support the association's advocacy, public relations and reputation management objectives, recommending and implementing appropriate strategies and platforms to reach target audiences. This may include planning, executing and optimizing paid social media campaigns, event sponsorships, or other public relations activities.
- Performs other tasks and duties as identified or assigned by the Senior Vice President of Advocacy, Policy and Communications, Vice President of Communications, or Director of Communications.

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

- Reports to the Director of Communications.

EXTERNAL RELATIONSHIPS

- Communicates with members and other community partners as needed to develop or monitor advocacy and public relations activity and support outreach efforts. Has occasional contact with news media.

EDUCATION AND EXPERIENCE

- Bachelor's degree in Mass Communications, Journalism, Public Relations, or related field.
- Five to seven (5-7) years progressively responsible experience in public relations, corporate communications or advocacy communications that includes developing and managing communications campaigns or project plans and working with members of the news media.
- Experience with creating copy for press releases, blogs and other collateral and experience with video script writing and editing/production required.

KNOWLEDGE, SKILLS AND ABILITIES

- Proven ability to develop and implement successful communications content and campaigns, including prioritizing and managing projects and reporting ROI of content efforts.
- Ability to quickly develop knowledge of healthcare policy issues with proficiency speaking and

writing about them.

- Creative and strategic thinker with the ability to take complex topics and distill information into unique, engaging and actionable content. Ability to draft written plans and communication products that are concise and easy to follow.
- Demonstrated understanding and experience with applying brand guidelines to deliver and sustain consistency in an organization's visual communications, tone and brand personality.
- Media relations experience as a public relations professional or journalist, including writing experience that demonstrates mastery of AP style and grammar. Understanding of media and the workings of newsrooms and interview processes for print and broadcast media.
- Strong working knowledge of social media, including Facebook, Twitter and YouTube as well as marketing analytics tools.
- Proficiency with WordPress, photo/video production and Microsoft Office Suite.
- Working knowledge and proficiency with photography and video shooting and editing programs is required.
- Basic graphic design experience preferred, but not required. Knowledge and experience with Adobe Creative Suite, Canva and social and digital media platforms is a plus.
- Knowledge of SharePoint, WordPress, MailChip or Constant Contact software is a plus.
- Self-starter with excellent interpersonal, communication, writing, and collaboration skills. Good problem-solving skills.
- Ability to thrive in ambiguity, setting goals and effectively delivering on deadline in a fast-changing environment.
- Proven ability to establish and maintain effective and collegial working relationships with individuals from diverse backgrounds including colleagues and other key stakeholders.
- Willing and able to flex between higher level strategy and detailed executional work.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

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

COVID-19 VACCINATION POLICY AND PROCEDURE

- Newly hired NCHA staff will be expected to achieve policy compliance within the first six weeks of NCHA employment.
- NCHA staff may receive the vaccine from any vaccine provider.
- NCHA staff must provide documentation of vaccination to the Director of Human Resources.
- Acceptable proof of vaccination is a document (CDC COVID Vaccination Record Card) by the professional who administered the vaccine which is a World Health Organization (WHO) approved COVID-19 vaccination dosage series or have received the single dose J&J vaccine.
- Vaccination exemptions may be granted for documented medical contraindications/circumstances and religious beliefs

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 or other protected status.