

## JOB DESCRIPTION

<b>Job Title</b>	<b>Associate Manager of Communications</b>		
<b>Reports to</b>	Senior Director of Communications, CaroNova		
<b>Effective Date</b>	December 1, 2022	<b>Manager of People</b>	No
<b>FLSA Status</b>	Exempt	<b>EEOC Class</b>	2

### **ABOUT NCHA**

The North Carolina Healthcare Association (NCHA) is a state-wide trade association representing more than 130 hospitals providing acute care, NCHA is a state-wide 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.

### **ABOUT NCHF**

The North Carolina Healthcare Foundation (NCHF) is the 501(c)(3) affiliate of NCHA. Established in 1961, the Foundation supports the Association's work in quality improvement, behavioral health and rural healthcare. The Foundation serves as a pathway for the Association to convene member hospitals and their community partners to address social determinants of health, advocate for rural hospitals to provide essential services, support innovative data-driven initiatives to improve healthcare, and address barriers to establishing a high-quality behavioral health system across the state.

### **ABOUT CARONOVA**

Formed in 2021, CaroNova is a bi-state, multidisciplinary team that is operationally supported by The Duke Endowment (TDE), the South Carolina Hospital Association (SCHA), and NCHA, and is housed within NCHF. CaroNova was created to serve the common needs of both North and South Carolina. Its purpose is to facilitate system alignment across the Carolinas to create better and more equitable health. CaroNova achieves this goal by engaging partners across sectors to understand needs, evaluate promising practices, and co-design innovative solutions to improve health and reduce disparities.

### **PURPOSE**

The North Carolina Healthcare Foundation is seeking a full-time Associate Manager for Communications. Reporting to the Senior Director of Communications, this position is responsible for assisting with and/or leading the development of compelling materials and content that support a wide body of work for both the Foundation and CaroNova. The position is an organized content creator with an eye for clean design and is a strong writer who demonstrates a passion for communicating impact and telling stories that celebrate the work and progress of the Foundation and CaroNova. It collaborates with the NCHA, the Foundation, and CaroNova communications teams and various program managers to achieve strategic goals and integrates content across channels and platforms. The position creates content for

public-facing websites and social media and oversees development and production of both internal and stakeholder resources and communications. The position may also assist with the association's proactive and reactive public relations and media relations activities when necessary.

## **RESPONSIBILITIES**

### **Planning, writing, developing, and maintaining marketing collateral and internal/external communications to support both the Foundation and CaroNova**

#### **Planning and content management**

- With the Foundation and CaroNova teams, help plan and develop internal and external communications activities. Includes developing clear, engaging and targeted communications: e-marketing, newsletters, quarterly reports/updates, infographics, brochures, special reports and other communications.
- Develop and nurture relationships with CaroNova and Foundation colleagues to identify interesting initiatives and storytelling opportunities.
- Plan and participate in regular, multi-platform editorial meetings to support the Foundation and CaroNova communications. Recommend and support efforts to generate content for internal newsletters and updates, external newsletters, email marketing, print and digital publications, and marketing collateral materials.
- Work with Senior Director of Communications to own day-to-day management of Foundation and CaroNova's websites, webpages, and social channels.
- Assist with planning communications campaigns, events, and initiatives.
- Develop and maintain a directory of key contacts among various stakeholders to encourage engagement in and promotion of CaroNova activities.
- Help maintain the Foundation and CaroNova's communications folders on SharePoint intranet.

#### **Writing, developing and producing content**

- Assist with developing communication materials for both the Foundation and CaroNova teams, including issue briefs, project summaries, talking points, infographics and more.
- Assist with implementing communications campaigns, events, and initiatives.
- Lead the production of quarterly newsletters to stakeholders and advisory boards using both Word and Adobe desktop publishing platforms.
- Ensure all Foundation and CaroNova materials visually adhere to respective brand standards and present a clean aesthetic that communicates credibility and sophistication.
- Support internal communication efforts to build engagement and awareness of Foundation and CaroNova priorities and programs among NCHA, SCHA, and TDE staff.
- Develop and publish content for social media sites generated by the Foundation and CaroNova. Monitor channels for conversations and mentions and other activity.
- Support assigned tasks and other team members with copyediting, proofreading, layout, and design support for documents ranging from large academic-style papers to one-page marketing style fliers.
- Research and recommend strategies to continually improve the design and effectiveness of the Foundation and CaroNova website and online pages. Update websites and create and update printed and digital materials/newsletters, as assigned.

#### **Other**

- Support other NCHA departments with editing, proofreading, and graphics for slides, newsletters, and other communications as needed.

- Represent the Foundation and CaroNova communications team on committees and in meetings, as needed.
- Perform other tasks and duties as identified or assigned by the Senior Director, Executive Director, an organizational supervisor, or the position itself.

### **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 of a North and South Carolina where high-quality healthcare is equitable and accessible for all.
- Demonstrate the association's core values in all relationships, at all times including Respect, Integrity, Teamwork, Accountability and Perseverance.

### **INTERNAL RELATIONSHIPS**

- Work closely with the Senior Director of Communications and Senior Director of Operations. Has frequent contact with other Foundation and CaroNova team members for production of communications and activities.

### **EXTERNAL RELATIONSHIPS**

- Develops and maintains good working relationships with health systems, community organizations, government agencies, funding partners, and other key stakeholders.
- Has contact with outside vendors and consultants as needed for graphic design projects, web or video production and print needs.
- Coordinates communications strategies with NCHA, SCHA and TDE communications teams

### **EDUCATION AND EXPERIENCE**

- Bachelor's degree in Communications, Journalism, and Marketing, or related field required.
- Minimum three (3) years of related experience in a business environment. Prefer five or more years of experience in communications, including but not limited to social media, electronic content creation, web, writing, graphic design, print and/or related tasks/projects.
- Strong writing skills across a variety of mediums and styles.
- An equivalent combination of education, training, and experience may be considered.
- Demonstrated success using social media platforms.
- Writing samples required.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Understanding of communication principles, practices, platforms, and technologies.
- Excellent written and verbal communication skills with proficiency in proofreading, editing and AP Style.
- Strong organizational communications planning and project management skills, including the ability to support multiple projects simultaneously under tight deadlines.
- Experience packaging information to convey a story to various audiences
- Experience with social media content, engagement, and analytics, including Facebook, Twitter, LinkedIn, and YouTube in a business setting.
- Exceptional creativity in content creation with a passion for storytelling.
- Capable of understanding multiple audiences and able to develop content focused on specific audience needs.
- Ability to work under deadline, both within a strategic communications team as well as independently. Capable to manage own workflow, competing priorities and take responsibility for the quality of individual work.

- Proficiency in Microsoft Office, Adobe InDesign and Canva.
- Proficiency in WordPress and SharePoint preferred.

### **WORK ENVIRONMENT AND PHYSICAL DEMANDS**

- Work performed mostly in an office or home office environment. Position can be based in North or South Carolina.
- Use a computer throughout the workday.
- May require occasional travel.
- Position is grant funded.

### **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.*