

## Job Description

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|-----------------------|--|--------------------------|-----|
| <b>Job Title</b>      | <b>Director, Membership Events</b>                           |                          |     |
| <b>Reports to</b>     | Senior Vice President, Planning/Strategy and Member Services |                          |     |
| <b>Effective Date</b> | August 1, 2023   | <b>Manager of People</b> | Yes |
| <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, 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**

NCHA Education Services is a Member Services Department that provides conferences, event and webinar offerings for member hospitals and health systems.

This role oversees NCHA events to ensure that programming for membership conferences, meetings, webinars, and offerings bring value to the membership and accomplish association strategic objectives.

This role oversees the awards process and accompanying committee, which grants awards to healthcare professionals and teams demonstrating outstanding and innovative achievements in North Carolina. This role also leads a speaker and content advisory group of members and staff to guide membership meetings and ensure content is timely, relevant, and exciting.

This role manages and supervises various activities and employees within this department, which includes aligning staff talents with strategy and structure, delegating and managing assignments, coaching regularly for successful performance, providing performance feedback, and recruiting and training new hires.

### **RESPONSIBILITIES**

- Identify demands and develop strategies to deliver high-quality membership conferences, webinars, and other events informed by NCHA strategic goals.
- Select and manage a member-driven planning committee that assists with development of theme and focus for annual conferences. Ensure focus aligns with organizational strategic objectives.
- In collaboration with teammates and planning committee, develops conference event themes and objectives.

- Lead and collaborate with teammates on logistical activities including oversight of site selection, design, delivery, and evaluation of programs; ensure yearly offerings are appropriate in variety, setting, timing, level, relevance, and audience and that individual program content and presentation methods meet event objectives.
- Manage the selection of speakers for annual membership conferences. Owns the relationship with speakers and speaker's bureau, including negotiating fees and ensuring all requirements for speaker engagement are met. Works collaboratively to ensure speakers synchronize with event themes and the NCHAs mission and work
- Identify best resources for presentation content, including collaborating with teammates on building presentation panels.
- Collaborates with Strategic Partners staff to select breakout sessions at conferences from sponsor "call for speaker" submissions.
- Coordinate with teammates to select presidors & speaker introducers, who are typically hospital CEOs (Chief Executive Officer). Develop all presidor/presenter notes and communicate with all presidors so they understand the flow of the program and their role.
- In collaboration with Communications staff, create all plenary, break and pre-show slide presentations for conferences.
- Communicate and collaborate across departments and with teammates leading up to large conferences to ensure expectations are met and standard work is executed on time.
- Network with appropriate peer groups, consultants, state hospital associations and other resources to stay abreast of topics, speakers, and conference trends.
- Collaborate with Communications staff, develop marketing materials, and a publicity/marketing strategy for all events and webinars.
- Manage and collaborate with teammates on the development of an annual budget; oversee and approve individual event budgets in coordination with team members.
- Provide support for internal mid to large meeting (50+ person) needs as identified by NCHA staff; ensure external meetings are implemented in a coordinated and cost-effective manner.
- Assist Strategic Partners in the development and delivery of corporate sponsorship benefits through events and webinars.
- Make recommendations for improving NCHA events services and revenue stream with new conferences, webinars, and innovative programming to meet members' needs.
- Select members for and manage the Awards committee to create criteria for, nominate and select winners of awards going to healthcare professionals and teams demonstrating innovation and excellence in North Carolina.
- Coordinate with staff to notify both winners of awards and those not selected. Ensure expectations are communicated and bios/photos are collected. Select and communicate with presenters to winners. Coordinate with Project Manager to secure rooms and benefits are secured.
- Coordinate with the Communications department to ensure appropriate public relations materials on award winners are developed for member and media use.
- Perform other tasks and duties as may be identified by the Board, President, 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 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.

### **EDUCATION AND EXPERIENCE**

- Bachelor's degree in related field, Master's degree from accredited institution preferred.
- Five (5) years' related experience in conference content design and development.
- An equivalent combination of education, training, and experience may be considered.

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

- Strong knowledge and experience in the design and execution of conference and event management services and programs for healthcare audiences from middle management to hospital CEOs.
- Strong knowledge of healthcare speaking circuit; experience selecting and negotiating contracts for C-Suite level speakers including politicians.
- Successful at designing, drafting, and developing webinar and in-person executive level content.
- Energized from collaborating with members and departments by seeking new event delivery options and content.
- Excellent interpersonal, communication, writing, project management and collaboration skills.
- Excellent problem-solving skills and adaptability to change in the event management environment.
- Dedication to establishing and maintaining collaborative working relationships with co-workers, managers, and clients.
- Excellent knowledge of technology, including audio and video requirements for event management, and standard business applications.
- Experience with event management systems.

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

- Work performed mostly in a hybrid environment.
- Use a computer throughout the workday.
- Requires occasional travel and off-hour work to ensure events are successful.

*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.*

**Voluntary Self-Identification of a Disability** – please [click here](#) to download the form. Once the form is complete, please email the form to [hr@ncha.org](mailto:hr@ncha.org).