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Job Title	Vice President of Communications and Public Relations		
Reports to	President and CEO		
Effective Date	November 1, 2023	Manager of People	Yes
FLSA Status	Exempt	EEOC Class	1.1

ABOUT NCHA

NCHA is a statewide trade association representing more than 130 hospitals, health systems and other healthcare service provider organizations. 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 North Carolina communities. 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. The Association enterprise includes the North Carolina Healthcare Association, the North Carolina Healthcare Foundation, a charitable non-profit innovative and programmatic subsidiary; and NCHA Strategic Partners, a for-profit subsidiary that provides cost-effective business solutions to health systems, hospitals and other customers.

PURPOSE

Responsible for planning, development, implementation, and monitoring of communications, media relations, and digital strategies for the NCHA enterprise and on behalf of membership and the field. Works directly with the CEO and with the leadership team to ensure that all marketing and communications initiatives are aligned and support strategic goals of enterprise. Works 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, also contributing communications counsel and production support to member events such as annual meetings. Serves as spokesperson and primary point of contact for media relations on behalf of the organization.

This position manages and supervises various activities and employees within these departments and business subsidiaries, 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

- Oversees NCHA public relations and communications function and develops and implements strategic communications plans and campaigns.
- Serves as communications counsel for NCHA leadership of all business units. Assists in business development rollout planning, public awareness campaign development and educational program planning, as needed and as time permits.
- Directs an integrated communications strategy for the organization that positions NCHA, its Foundation and its Strategic Partners subsidiary as leading voices advocating for health systems and hospitals and as trusted sources of information for members, legislators and the public.

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