

## Job Description

<b>Job Title</b>	<b>Director, Grassroots Member Advocacy &amp; HOSPAC</b>		
<b>Reports to</b>	Senior Vice President, Government Relations		
<b>Effective Date</b>	January 12, 2024	<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, 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 Director, Grassroots Member Advocacy & HOSPAC plans and implements winning campaigns to build strong grassroots capacity and capabilities, enhance field influence, and achieve the NCHA's advocacy and legislative agenda. The Director oversees all HOSPAC administration, analysis, marketing, fundraising, compliance, and research efforts for the Association. A member of the advocacy and policy team, the position operates cross-functionally to support capacity building efforts for coalition members, collaborate on communications and messaging. This position is key member of the leadership team and is responsible for developing and maintaining relationships with elected officials, policy leaders, and hospital and health system personnel who direct local and state-wide advocacy efforts along with mobilizing grassroots programs for federal and state priorities.

## **RESPONSIBILITIES**

### *Grassroots Strategy, Campaigns, and Communications (45%)*

- Develop and direct grassroots campaigns and strategy to advance state and federal policy goals and build grassroots power in close collaboration with policy and advocacy staff along with association membership.
- Collaborate with the government relations team and association membership to identify and implement effective grassroots campaign tactics and actions, including coordinating visits with policy makers, action alerts, story banking, digital campaigns, and field organizing.
- Lead development of effective, inclusive message framing for grassroots materials and campaigns in collaboration with policy and communications staff.
- Develop and distribute relevant, accessible grassroots campaign materials, resources, and tools to association members.

- Strengthen members' knowledge of and confidence in the legislative process, grassroots strategy and advocacy.
- 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 North Carolina General Assembly, U.S. Congress and the state Executive Branch.
- Supports state lobbying at the NC General Assembly for policy and legislative priorities as identified by the Board of Trustees. As part of a multi-functional team, works in concert NCHA staff and member government relations professionals. This position will interact with elected officials, member government relations professions, NCHA peers, and membership throughout the state.

#### *Political Fundraising & Capacity Building (45%)*

- Manage day-to-day HOSPAC operations, including an annual solicitation and communication plan, election cycle disbursement budgeting, and membership outreach engagement.
- Develop and execute annual HOSPAC strategy, planning, fundraising and events
- Serve as primary staff lead and advisor for the HOSPAC Board on strategy and execution, including preparing Board presentations and ensuring successful execution of Board meetings.
- Ensure compliance with all federal rules, guidelines, and laws working directly with NCHA general counsel and government relations team.
- Ideate and execute innovative HOSPAC fundraising opportunities.
- Create NCHA-sponsored opportunities for engagement between hospital members and legislators to advance advocacy objectives. This may include events such as hospital legislative briefings, community roundtables, or events to promote education and goodwill between members and their delegation.

#### *Logistics & Organizational Management (10%)*

- Collaborates internally to create calls to action and mobilize grassroots network as appropriate.
- Clearly and effectively present information to NCHA Board of Trustees, HOSPAC Board, and other related committees.
- Lead coordination among association education, communications, and government relations teams to ensure successful execution of political events.
- Perform other tasks and duties as assigned.

#### **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 Policy, Vice President of Communications, & Senior Vice President of Government Relations in developing grassroots advocacy strategies to influence policy and legislative goals.

### **EXTERNAL RELATIONSHIPS**

- Maintains strong partnerships with Executives and appointed staff at every North Carolina Hospital.
- Partner with key stakeholders in the healthcare field on shared policy issues.
- Builds and maintains working relationships with legislative leaders and their staff.

### **EDUCATION AND EXPERIENCE**

- Bachelor's Degree in Political Science, Communications, or related area or equivalent work experience. Masters or law degree preferred.
- At least 2 years of experience in PAC Administration, fundraising, compliance; or a combination of education and relevant experience.
- Health care experience and an understanding of the political process preferred.

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

- Experience interacting with member-based organizations; proven ability to collaborate effectively with various stakeholders.
- Knowledge of FEC compliance, the legislative process at the federal, state, and local levels.
- Demonstrated ability to work in diverse political climates with legislators and their political staff.
- A proactive approach to problem-solving with strong decision-making skills.
- Ability to command respect; maintain poise and presence under pressure.

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

- Work performed mostly in an office setting but will require attendance at assigned political grassroots events outside standard business hours.
- Requires regular travel throughout North Carolina, including visits to member hospitals, legislative districts, and a presence at the North Carolina General Assembly.

*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.*