

## Job Description

<b>Job Title</b>	<b>SVP, Advocacy &amp; Policy (State &amp; Federal)</b>		
<b>Reports to</b>	President & CEO		
<b>Effective Date</b>	July 1, 2024	<b>Manager of People</b>	Yes
<b>FLSA Status</b>	Exempt	<b>EEOC Class</b>	1.1

### **ABOUT NCHA**

NCHA is a statewide trade association representing more than 130 hospitals providing acute care, ambulatory care, sub-acute care, rehabilitative, home health and hospice services, behavioral health services, state psychiatric inpatient services and veterans' 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 leverage the scope and scale associated with a \$20+ million-dollar organization, which is funded by members' dues, grants, and shared service.

### **PURPOSE**

Serve as the primary interface between government officials, the NCHA and its members. Coordinate and direct all NCHA advocacy, strategic political communications and political activities and ensure that the shared goals of the industry are achieved. This role also helps lead brand/narrative creation and management and shapes public messages with established association goals and member benefit. In addition, this position ensures compliance with federal and state lobbying, elections and campaign finance laws.

### **RESPONSIBILITIES**

- Reporting to the CEO and serving as member of the senior leadership team, leads and guides NCHA management and the Board of Trustees in the development and representation of NCHA's policy and advocacy positions.
- Advise NCHA management, hospital government relations officers and the Board concerning the implications of legislation and regulations, and provide strategic guidance on an appropriate course of action given a wide array of external and internal considerations.
- Design, implement and lead processes to develop the NCHA's legislative, policy and regulatory agendas and develop strategies for the implementation of the agendas. Coordinate effective member meetings to accomplish policy development and advocacy objectives.
- Design, implement and lead processes to anticipate and address imminent and future legislation and regulations of interest to the hospital and medical community. Coordinate analysis of changing trends and plans strategies to address those trends. Assist other team members in obtaining information from the Association data system for representation and advocacy purposes.
- Manage and direct a team of internal professionals and external consultants in the policy, government relations, and communication disciplines in support of the NCHA's advocacy

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and policy agenda, strategic communications, and political engagement.

- Provides senior executive oversight and support to the NCHA public relations and communications function and develops and implements strategic communications plans and campaigns.
- Deliver oral and written reports to the Board of Trustees, NCHA management and staff, and NCHA members, especially in-house government relations and communications officers, concerning the political landscape in NC and the implications of proposed and enacted legislation. Prepare and present information pertaining to government relations to member hospitals and affiliated groups as requested.
- Works collaboratively, and serves as the principal point of contact, with member hospital in-house government relations officers and communications officers to meet organizational objectives for all legislative and regulatory activities.
- Establish, lead and maintain strong relationships with members of NC Legislature, NC Congressional delegation and personnel of appropriate regulatory agencies and monitor associated advisory boards or commissions.
- Build and maintain a network of hospital executives, administrative team members, and trustees willing to engage in advocacy through developing positive relationships with elected officials and utilizing those relationships to educate elected officials regarding hospital and health system issues pending before Congress and General Assembly.
- Direct NCHA resources to NCHA member CEOs and/or their designated staff to keep members informed as issues develop, and to alert members to contact elected officials on specific bills or issues when appropriate.
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- Manage all aspects of HOSPAC and any other program of campaign finance including fundraising, managing distribution of funds and compliance with all state and federal laws.
- Coordinate NCHA members' participation in NCHA and AHA-sponsored activities in Raleigh and Washington.
- Promote and lead effective relations with other trade and professional organizations, including at the national level especially the AHA. Represents NCHA with these groups.
- Ensure written summaries of various regulatory issues are developed and distributed.
- Staff all policy and advocacy committees and task forces, and others as needed as assigned.
- Perform other tasks and duties as may be identified by the President and CEO or position requires 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.

## **INTERNAL RELATIONSHIPS**

- Work closely with the senior executive staff in developing representation and advocacy strategies to influence legislative and regulatory outcomes. Works similarly to develop and deliver successful communications, PR, and brand strategies

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### **EXTERNAL RELATIONSHIPS**

- Communicate frequently with staff of various regulatory agencies, member hospitals, elected officials and the public.

### **EDUCATION AND EXPERIENCE**

- Preferred: Juris Doctorate from an accredited law school or MBA/MHA
- Preferred: Licensed attorney of law in North Carolina.
- Fifteen (15+) years of experience in North Carolina government relations and policy development, or corporate in-house legal or government relations, with a focus on healthcare issue advocacy and policy development.
- An equivalent combination of education, training, and experience may be considered.

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

- Strong knowledge of law- and law-making health policy, public relations, and influence building.
- Excellent interpersonal, communication, and collaboration skills. Strong problem-solving skills. Systems thinker.
- Ability to establish and maintain effective working relationships with a broad constituency and stakeholder group. This includes teammates and internal and external leaders, supporters, and adversaries.

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

- Work performed mostly in a hybrid office environment, except during legislative session.
- Use technology throughout the workday.
- Requires travel & time spent at the NC General Assembly and state agencies in Raleigh and in Washington, DC.
- Frequent travel both in and out of state.

*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.*