

Job Description

Job Title	Vice President of Communications and Public Relations		
Reports to	President and CEO		
Effective Date	July 1, 2024	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.
- Provide strategic communications support to senior staff and CEO related to state and federal advocacy efforts. May represent NCHA on work groups and task forces convened by the American Hospital Association or state-based work groups and coalitions, as needed.
 - In cooperation with senior leadership, monitors trends and identifies key issues affecting members, developing and managing appropriate responses and/or action plans.
 - Provides direction, coordination, training, and evaluation of personnel under supervision of the position. Manages workflow for Communications team; utilizes and manages outside support as needed to accomplish organizational goals. Manages department budget.
 - Cultivates and manages relationships with all media and oversees media contacts for most other NCHA personnel. Advises NCHA staff on approaches to take with various media outlets on specific issues. Drafts and distributes media communications.
 - Develops and maintains network of key contacts among member hospitals and with partner organizations to encourage and obtain leadership, cooperation and assistance for NCHA activities. Fosters regular exchange of information and cooperation with members.
 - Manages vendor relationships as needed in support of NCHA programs and services, including market research and campaign development.
 - Supports organization's interface with state officials and hospital leaders on issues regarding disaster preparedness and emergency response.
 - Manages consumer relations activities on behalf of NCHA, including public complaints between individuals and members.
 - With Communications team, supports and enhances internal communications efforts to build engagement and awareness among staff of NCHA and related business units priorities and programs.
 - Identifies and supports opportunities for process improvement, including member engagement and the use of new technologies to further organizational goals.
 - Performs other tasks and duties as identified or assigned by the President 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.

INTERNAL RELATIONSHIPS

- Works closely with the President and Vice President of Advocacy and Policy. Works with all staff members on NCHA communications and activities.
- Manages a staff of three to include Member Communications Director, Communications Manager and Associate Communications Manager.

EXTERNAL RELATIONSHIPS

- Has frequent contact with representatives of news media and member hospital/health system public relations and government relations staff. Has frequent contact with state government agency personnel and other healthcare association representatives. Has occasional contact with member CEOs, other members of the C-suite, and member GROs.

EDUCATION AND EXPERIENCE

- Bachelors' degree in Communications, Journalism/Public Relations, English or related field.
- Minimum ten (10) years of communications, public relations, or marketing, or related experience

preferred.

- Preference will be given to those with healthcare, political campaign, lobbying communication experience.
- An equivalent combination of education, training, and experience may be considered.

KNOWLEDGE, SKILLS AND ABILITIES

- Visionary
- Strong knowledge and experience in developing and executing public relations, communications, and marketing activities, including the ability to quickly distill complex concepts into interesting, engaging and digestible information.
- Exceptional written, oral, interpersonal and presentation communication skills,
- Strategic thinker who is also able to operate tactically with strong multi-tasking skills and a proven track record of delivering exceptional results
- Demonstrated experience in media relations and as a spokesperson.
- Good problem-solving skills, with demonstrated ability to make strategic decisions in a changing environment and to successfully manage pop-up issues.
- Ability to establish and maintain effective working relationships with co-workers, managers and clients.
- Experience with hiring, training, developing and motivating high performance, outcomes-oriented team.
- Ability to work autonomously and take appropriate actions while leading the communications function through times of short- or long-term issue management or uncertainty in a rapidly changing health care environment
- Possess an entrepreneurial spirit able to thrive in a fast-paced, high-performing organization
- Proven leadership and business acumen skills, including experience in developing and managing budgets

WORK ENVIRONMENT AND PHYSICAL DEMANDS

- Work performed in a hybrid environment.
- Use a computer throughout the workday.
- May require occasional travel.

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.