

## Job Description

<b>Job Title</b>	<b>Communications Coordinator</b>		
<b>Reports to</b>	Communications Manager		
<b>Effective Date</b>	August 1, 2024	<b>Manager of People</b>	No
<b>FLSA Status</b>	Non-Exempt	<b>EEOC Class</b>	5

### **ABOUT NCHA**

NCHA is a statewide 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 is seeking a full-time Communications Coordinator to support the Communications Department in facilitating and promoting public awareness about the importance of North Carolina's hospitals, health systems and healthcare providers.

This Communications Coordinator is responsible for developing compelling and effective social media content to help NCHA and its members further enhance public trust, engagement and followership. The ideal candidate is a strategic communicator who demonstrates a passion for sharing news and telling stories that celebrate the work of health systems and hospitals, while enhancing the NCHA's reputation. This position will collaborate with internal and external stakeholders to create and deploy communications through social media, websites, advertising, email marketing, media relations and member/partner relationships. The Communications Coordinator will also gain experience in public relations and communications initiative planning and implementation.

### **RESPONSIBILITIES**

- Develop and distribute NewsLinks, NCHA's daily digital publication summarizing local, state-wide and national healthcare news of interest to our members. Monitor industry news to spot trends and media opportunities for the association. Manage a repository of member news stories.
- Develop and publish content for social media channels generated by NCHA, including but not limited to Facebook, LinkedIn, X, TikTok and Instagram. Monitor channels, engage with

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member content and respond to comments and direct messages, complying with HIPAA and other privacy regulations.

- Analyze the performance of NCHA digital/social media channels and content; identify and investigate trends; prepare reports and recommend actions to enhance effectiveness and reach.
- Assist the Communications Department with developing interesting and useful communications content and with managing production and distribution of communications to support public relations and advocacy initiatives. Activities will include writing/editing, project management and other communications planning, deployment and analysis/reporting tasks.
- Contribute to planning and carrying out public relations activities using paid, earned, shared and owned media tactics, including engaging in social media and other digital or email communications.
- Update websites, NCHA.org, NCHealthcare.org and IDoCareNC.org, and create and update printed and digital materials/newsletters, as assigned. Help maintain NCHA's Communications SharePoint intranet, contact lists and marketing audience lists.
- Contribute to grassroots engagement and issue advocacy communication, providing NCHA members with relevant, useful information to support their work and gathering feedback to assess the effectiveness of communications.
- Collaborate with various departments within NCHA to coordinate messaging efforts around important initiatives and events.
- Performs other tasks and duties as identified or assigned by the Communications Manager.

## **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**

- Reports to the Communications Manager.

## **EXTERNAL RELATIONSHIPS**

- Communicates with members and other community partners as needed to develop or monitor advocacy and public relations activity and support outreach efforts. Has occasional contact with news media.

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### **EDUCATION AND EXPERIENCE**

- Bachelor's degree in communications, journalism, marketing, or in a related field.
- Minimum one (1) year of related experience. Preferred two or more years of communications experience, including social media, content creation, web, writing, graphic design, video, print and/or related tasks/projects.
- Social media management experience, with demonstrated success, preferred.
- An equivalent combination of education, training, and experience may be considered.

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

- Excellent written and verbal communication skills with proficiency in proofreading, editing and AP Style, with an eye for detail and creativity.
- Experience with social media content, engagement, and analytics, including Facebook, Twitter, LinkedIn, TikTok and YouTube in a business setting.
- Understanding of communication principles, practices, platforms, and technologies.
- Experience with tools and services such as Cision, wire distribution companies, and other relevant PR platforms.
- Sound news judgment.
- Exceptional creativity in social media content creation with a passion for storytelling.
- Capable of understanding multiple audiences and able to develop social media content focused on specific audience needs.
- Ability to work independently, manage multiple priorities, and meet deadlines in a fast-paced environment.
- Proficient skills using MS Office products, Adobe Creative Suite and Canva.

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

- Work performed mostly in an office or home office 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.*

NCHA participates in E-Verify and will provide the federal government Form I-9 Information to confirm the candidate for this position is authorized to work in the United States. Please contact [hr@ncha.org](mailto:hr@ncha.org) if you have any questions.

**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).