JOB DESCRIPTION

JOB TITLE:  Vice President, Communications

Reports To: Sr. Vice President, Policy

POSITION PROFILE:

The Connecticut Hospital Association (CHA) seeks an innovative and collaborative executive to serve as its next Vice President, Communications. This is a unique opportunity for a creative, intellectually curious, and broadly seasoned communications executive to support a highly respected healthcare association. CHA is recognized as an effective advocate for the collective interests of its member organizations, and this leader will play a prominent role, under the direction of the Senior Vice President, Policy in shaping CHA’s vision and strategic commitments now underway.

CHA is a member-driven organization, ranging from acute care hospital systems to post-acute organizations, focusing on their collective advocacy priorities, as well as their individual initiatives. The VP will be joining an Association that seeks to address both current and future needs of healthcare systems as they continually improve healthcare delivery in Connecticut.

JOB SUMMARY:

Responsible for leading the development and implementation of CHA’s internal and external communications efforts, managing communications aspects of key CHA initiatives in advocacy and strategic focus areas, communicating effectively with a broad and wide range of stakeholders, and serving as primary CHA media and public liaison. Oversee and coordinate communication process to inform and actively engage members in CHA strategic priorities and initiatives that add value to the membership. Provide support to and coordination of senior leadership team in drafting, editing, and final review of communications materials to ensure messaging is clear, concise, and compelling.

DESCRIPTION OF RESPONSIBILITIES:

1. Support CHA executive team and hospitals with strategic communications planning and response; provide oversight for press releases, position statements, remarks, and talking points, infographics, postcards, and other collateral materials; pre-media interview briefings, backgrounders, and media training; op-eds, letters to the editor, and media outreach.

2. Serve as an experienced subject matter expert with substantive healthcare knowledge of and competency in developing strategic and creative ideas, and assessing their effectiveness with various stakeholders.

3. Manage media interface; nurture CHA’s relationships with key press and trade reporters. Develop or oversee development of media materials, including paid and earned media, and social media.

4. Identify and build relationships with CHA membership to actively engage them in the work of the Association.

5. With advocacy and government relations colleagues, build CHA’s grassroots advocacy capability. Lead CHA’s development of non-traditional advocates; develop testimony; coach and support advocates.

6. Oversee development of CHA’s websites, designing content and resources, ensuring easy navigation and search features and mobile optimization; responsible for building and managing CHA’s social media presence.

7. Develop key CHA publications such as the Annual Report; PowerPoint presentations for executive leadership; videos that support strategic objectives; and weekly e-newsletters.

8. Manage CHA Annual Meeting member interface, including CHA awards, communication with hospital CEOs, drafting of scripts and remarks, and general emcee responsibilities. Oversee the development of all materials, including invitation, videos, PPT presentations, printed materials, photography.

9. Manage select membership meeting groups (Communications Executives, Development Directors, Patient Representatives), to gain insight about critical member issues.
10. Responsible for organizational branding; ensure continuity of brand and messaging across the organization. Maintain numerous CHA trademarks.

11. Represent CHA as required on various boards and work groups.

**REQUIREMENTS:**

**Education and Experience**

- Masters prepared in Communications or a related discipline such as journalism, public/government relations
- Ten years experience in positions providing deep substantive knowledge of healthcare issues ideally in integrated healthcare delivery systems, or healthcare-related trade association, or a commercial or government payer environment
- Experience presenting to Boards, state agencies, and media organizations in a manner that frames the issues, delivers a concise message, and influences the discussion to achieve a result favorable to CHA members

**Leadership Skills and Competencies**

- Exceptional writing, critical thinking, public speaking, and interpersonal skills
- Comfortable in a highly interactive, iterative, collaborative work environment, where member responsiveness is paramount
- Approachable and willing to engage with diverse personalities and stakeholders, including staff colleagues, members, government officials, business partners, communications consultants, media, and the public.
- Demonstrated experience in utilizing social media strategies and tools to present a contemporary and creative message to a broad constituent base.
- Demonstrated capability to utilize political instincts and balanced judgment in assessing the likely impact of messaging within diverse member organizations, and effectively adjusting the message as needed to achieve the required objective.

EOE

2/2020