

# **Director of Communications and Member Engagement**

## **Position Description**

**Job Title:** Director of Communications and Member Engagement

**Reports To:** President/CEO, Montana Hospital Association (MHA)

**Job Purpose:** The Director of Communications and Member Engagement is a member of the MHA leadership team. The employee is responsible for developing and implementing strategic communications and member engagement activities to advance the Association's core mission and defined policy and advocacy goals.

Working within a highly-focused team and budget, the successful candidate will maintain a formulated brand while executing influential, informative and consistent communications across all markets – including emerging digital platforms. Target audiences include MHA's diverse membership of health care providers, the public, media, policy leaders and stakeholders.

In addition, the employee will provide guidance and implement strategies to produce high quality and timely publications, materials and content in support of government and executive affairs on key priorities and initiatives. This position is accountable for reporting analytical measures of success.

### **Responsibilities:**

#### **Communications (50%)**

- Establish, own and drive a comprehensive and integrated communications and member engagement strategy that meets the programmatic, administrative, policy and advocacy objectives of MHA.
- Manage the writing, production and copy editing of print and electronic materials for MHA and its related companies (MHA Ventures and MHREF) including brochures, flyers, fact sheets, position papers and annual reports. Includes overseeing content delivery and ensuring that all written communications meet quality standards and adhere to consistent messaging and rules of style.
- Produce and distribute the Association's weekly newsletter.
- Produce and distribute advocacy communications, including testimonies, comments, member alerts and informational guides for legislative committees and state/federal regulatory agencies.
- Manage MHA's digital communications, social media initiatives, website maintenance, and other efforts that utilize new and emerging markets.
- Coordinate and promote media relations on MHA public policy initiatives and other health care policy issues and develop strategies that engage the media in the Association's community initiatives and events. Includes preparing talking points for public relations opportunities including press events/meetings, legislative visits, and community events.
- Coordinate MHA spokespersons and media representatives as needed.
- Serve as a liaison to member hospitals' public relations directors by identifying and coordinating activities and events that will help members communicate more effectively in their communities.
- Work with external organizations to promote statewide campaigns that are in line with the Association's interests and priorities. Support member hospitals in related communications and engagement opportunities.
- Work with the President to coordinate the department budget.

### **Policy and Advocacy (40%)**

- Work with MHA leadership team to formulate, coordinate, and integrate policy and advocacy strategies with the communications and member engagement strategies.
- Coordinate advocacy efforts for members and other interested parties on how to effectively advocate for MHA's health care policy and advocacy agenda.
- Manage the Association's grass roots advocacy efforts; Support grass tops advocacy.
- Assists President with developing, maintaining, and promoting effective relationships between the Association and governor's office, state legislature, state agencies, other elected and appointed officials, and business and community groups.
- Represent the MHA at internal and external meetings, conferences, and events concerned with MHA issues.
- Build strategic partnerships with organizations that will assist MHA in meeting desired policy agenda outcomes.
- Develop strategic alliances with key elected officials, community groups, neighborhood and business leaders, community residents, consumers and others. Attend public and private meeting involving major projects.
- Help coordinate activities of the MHAPAC; solicitation plan, reporting, contributions.

### **General (10%)**

- Participate in special projects as assigned.
- Staff council, committee and region meetings as directed.
- Perform other duties as assigned or requested.
- Attend national and regional workshops and meetings; remain informed of recent trends in health care delivery; monitor trends and recommend short- and long-term goals and objectives that align with the needs/satisfaction of the membership and developments in the field of communications and mobilizing constituents to participate in Association strategies.

### **Qualification Requirements**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Professional education at a Bachelor's level or professional equivalent in communications, journalism, business, public relations, public administration or the equivalent.
- At least four years of experience in communications, public relations, and/or member relations. Experience in or with health care organizations for which advocacy is a key function is preferred.
- Superior writing skills with the ability to translate complex issues into a level appropriate for the general membership, policymakers and the public.
- Excellent publication skills that include proofreading, copyediting, and knowledge of graphic design/layout.
- Experience with interacting with the media to provide advocacy.
- Ability to communicate orally and in writing with a variety of audiences, including community advocates, service providers, members of the public and local officials.
- Knowledge of policy and policy-making process at a local (county) and state level.
- Strong computer skills with proficiency in Microsoft Office (Word, Excel, and PowerPoint), web-based communications and social media. Creative skills and basic design software knowledge is preferred.

**Mathematical Skills**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions and percentages.  
Ability to apply concepts of basic algebra.

**Reasoning Ability**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is frequently required to use hands. The employee is occasionally required to stand, walk, and reach with hands and arms. Must be able to operate a motor vehicle; valid Montana driver's license required

The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

While performing the duties of this job, the employee performs most of its duties in an office environment. Occasionally the position is exposed to outside weather conditions when traveling.

**Status:** Full-time. FLSA status of this position is Exempt.