



Job Description

Job Title: Communications Director

Reports to: Executive Director

STATEMENT OF PURPOSE

The Communications Director recommends, develops, and implements communication strategies and membership recruitment, retention, and outreach; assists the executive director with association advocacy efforts, and performs administrative functions as delegated by the executive director.

ESSENTIAL JOB FUNCTIONS

Communication:

Identify and implement tactics to advance the association's strategic objectives related to effective communication with physicians and the public, including the use of technology to communicate with members.

Develop, distribute, and maintain all print and electronic communications including, but not limited to, magazines, newsletters, brochures, electronic newsletters, social media, and website.

- Solicit appropriate editorial content from members, allied health organizations, staff, and others.
- Collaborate with the executive director to ensure weekly communication with members via electronic newsletters.
- Coordinate website content revisions, in collaboration with other staff, and write copy for all website updates. Update website content and social media consistently.

Corporate Outreach:

Solicit, coordinate, and manage corporate partnerships. Corporate partnerships include aligning partners' impact and strategy with the association's overall mission and scope.

Membership Outreach:

Recommend, develop, and maintain a comprehensive public and media relations plan and facilitate its implementation. Ensure that the association's public relations activities and publications enhance the image of the association and its physicians.

Plan and coordinate the association's annual meeting, including the policy forum and leadership awards.

Recommend, develop, implement, and evaluate membership recruitment, retention, and engagement programs to increase association membership.

Advocacy:

Along with the executive director, coordinate the association's advocacy efforts, including state legislation, state agency rules and policies, and federal legislative and regulatory issues.

Provide consultation and advice to the executive director on a range of legislative, congressional, regulatory, and policy issues as appropriate, and inform the executive director on issues and proposals.

Assist the executive director as the association's co-lobbyist representing the interests of physicians and their patients.

Assist the executive director as co-lobbyist for contracted health care-related lobbying agreements.

Communicate with the association's members, district medical and specialty societies, state government agencies, and external organizations regarding advocacy issues and proposals.

Administrative:

Provide staff support for the association's commissions and task forces as assigned and coordinate with chairs for presentation of reports and recommendations to the Council.

Provide contracted administrative services to related health care professional associations and groups as assigned by the executive director.

Other Functions:

Develop and maintain an ongoing understanding of the physician practice environment and the role of the association in serving the medical profession.

Perform other duties as assigned by the executive director.

QUALIFICATIONS

Education: Graduate of an accredited college with a minimum of a Bachelor's degree.

Skills / Attributes: Excellent writing, editing, verbal, and interpersonal communication skills.

Proficient computer skills to facilitate communication and administrative responsibilities for the association. Experience with graphic software, customer relationship management software platforms, website content management systems, and related data-collection reporting processes.

Effective communication skills for both one-on-one professional and social contacts and public speaking to state, regional, and national groups.

Self-starter, able to work independently and manage multiple projects.

HOURS OF WORK

General office hours and additional hours as necessary to accomplish the work of the association in a timely and professional manner. A willingness to travel periodically overnight and to attend meetings after business hours and on weekends, both in-state and outside the state.