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CALHEALTHPLANS.ORG

Vice President of Communications Job Description

Position:

The Vice President of Communications is responsible for developing and executing comprehensive communications programs on behalf of the California Association of Health Plans – one of the largest and most effective state trade associations representing health plans in the nation. This position provides an exciting opportunity to work at the epicenter of California health care as policy evolves and shifts on a daily basis.

The Vice President of Communications is responsible for managing CAHP proactive communications efforts in order to advance the understanding among the media, policy elites and legislators of health plan value in improving health care affordability, quality and coverage, and build a positive image for the industry. This role has lead responsibility for creating targeted advocacy and education plans that directly support and advance CAHP's legislative, policy and regulatory objectives.

The Vice President of Communications is a key member of the CAHP team, reporting directly to the CEO and working in close coordination with member plans, and is expected to be a strong team player. This role requires effective leadership skills, a forward-thinking approach, and drive to advance the association's interests each day.

Responsibilities:

- Create, develop and manage implementation of strategic, integrated communications and advocacy plans
- Demonstrate in-depth knowledge of health care policy and industry
- Develop persuasive messaging, collateral/informational materials, graphics, and digital content
- Manage CAHP's website and social media channels
- Serve as primary liaison to news media (print, electronic and online), proactively building relationships, fielding all inquiries, acting as on-the-record spokesperson, and driving rapid response
- Prepare press releases, statements, talking points, opinion editorials, letters to the editor, and other related media materials
- Develop strong understanding of California's legislative, public affairs, policy and media landscapes and insight into emerging trends
- Work collaboratively with CAHP's advocacy team in advancing our public policy agenda
- Build and maintain relationships with public relations leaders from CAHP member health plans -- vetting industry messages in response to developing stories and proactively developing and driving a targeted narrative

- Build and maintain relationships with public relations staff from allied trade associations
- Maintain relationships with communications leads within state government
- Conduct outreach to key stakeholders to help develop allies and public support for CAHP advocacy, as appropriate
- Supervise CAHP's Communications and Policy Analyst, including development of workload, oversight of work products and general personnel management
- Manage CAHP communications contracts, responsible for managing scope, work product, contract administration and reporting to CAHP senior leadership
- Oversee the CAHP Foundation
- Prepare and present quarterly reports for the Board of Directors

Qualifications

- Minimum 7-10 years' experience in communications, public relations, or issues management
- Proven, confident leader
- Big picture perspective
- Extensive writing and editing experience with keen focus on quality control
- Excellent judgment, critical thinking and independent decision-making ability
- Able to manage multiple priorities and deadlines, multi-task and adapt to swiftly changing policy, political and media landscapes
- Experience with digital media and social networking tactics and program development
- Excellent oral and interpersonal skills; comfortable and effective public speaker
- Bachelor's degree in communications, public relations, journalism, marketing, public policy or related field

Miscellaneous:

- Report to the President and CEO
- Intrastate travel approximately 1-3 days per month
- Able to lift and carry up to 30 pounds

Compensation:

- Salary commensurate with qualifications and experience
- Excellent benefit package, including medical, dental, vision and life coverage, retirement (401k plan) with contribution match, holidays and vacation

Contact:

Please submit cover letter and resume to Connie Flores at: cflores@calhealthplans.org.