

Witt/Kieffer has been retained to conduct the search for the next Vice President, External Affairs at Health Plan of San Joaquin. This is a high profile position and requires a confident individual who is comfortable establishing excellent relationships with other members of the leadership team as well as the Board, external partners and staff.

Health Plan of San Joaquin (HPSJ) is a publically-sponsored, not-for-profit, health plan serving approximately 345,000 members in San Joaquin and Stanislaus Counties, providing state and federally funded comprehensive health coverage to families and persons on Medi-Cal (California's Medicaid program), including health, dental and vision.

The Vice President, External Affairs will oversee key areas in the organization including marketing, health promotions, communication and government affairs, as well as customer service and member engagement. This individual will work closely with the CEO to ensure HPSJ has an effective member engagement strategy, maintains critically important government relations, and will create and implement a holistic marketing strategy to raise awareness for and enhance the already strong reputation of the organization. Along with developing the team, the VP must also build out a long-term communications plan which may include internal engagement campaigns, external partner relationships, new or enhanced communication tools, cross-collaboration opportunities, and thought leadership designed to meet those goals.

The ideal candidate will be team oriented, agile, and have the ability to work in a fast paced organization. HPSJ seeks an executive with proven ability of building and managing teams and is skilled in government relations, strategic communications and thinking. The candidate of choice will be creative, politically savvy and extroverted, and will enjoy public speaking to audiences of all sizes and sophistication, as well as comfortable with analytics and strategic thinking. HPSJ will entertain candidates from a wide variety of healthcare backgrounds, but ideally the individual will have an understanding of providing health care to low income and Medicaid or Medi-Cal eligible individuals.

For more information, nominations, or expressions of interest, please click [here](#).