

## Director of Communications

The California Association of Public Hospitals and Health Systems (CAPH) and the California Health Care Safety Net Institute (SNI) are together seeking an exceptional **Director of Communications** to join our organization.

CAPH is a 501(c)(6) trade association located in Oakland, California, that represents 21 public health care systems across California. CAPH provides legislative and policy advocacy, strategy, development, and analysis related to the health care safety net and increasing access to health care for all Californians, with a special emphasis on health reform, coverage expansion, delivery system reform, and health system financing. The Director of Communications role is shared between CAPH and its non-profit performance improvement affiliate, the California Health Care Safety Net Institute (SNI). The two organizations work collaboratively and strategically to design, develop, and implement policies and programs that will improve care in our member public health care systems. CAPH/SNI's offices are located in Oakland's Jack London Square. For more information about CAPH and SNI please visit our websites at [www.caph.org](http://www.caph.org) and [www.safetynetinstitute.org](http://www.safetynetinstitute.org).

Reporting to the President and CEO of CAPH, the Director of Communications also works very closely with the Vice President of External Affairs and with SNI's Executive Director. The Director of Communications is responsible for developing and executing both CAPH's and SNI's external communications strategies in order to advance policy, program and advocacy agendas and to support member interests. The current strategic communications plan includes goals and objectives designed to better position California's 21 public health care systems as leaders in delivery system transformation for low-income Californians. In order to successfully execute the strategic communications plan, the Director of Communications must work collaboratively with all staff across both organizations, leveraging their expertise and seeking their input. The Director of Communications also manages media relations and external vendors, such as graphic designers. This position is classified as exempt.

### PRIMARY RESPONSIBILITIES

Initially, the Director of Communications will execute an existing strategic communications strategy that advances CAPH/SNI's policy and program priorities. The plan includes goals and objectives that involve: drafting and dissemination of publications; establishing a social media presence; using media as appropriate to advance our policy and advocacy goals; and developing presentations to increase the organization's visibility. Specific responsibilities include, but are not limited to, the following:

- Leads the internal executive strategic communications team;
- Positions CAPH/SNI and its members as leaders in innovative policy and program approaches and in delivery system redesign, respectively;

- Leads the drafting (as appropriate, working with CAPH/SNI staff), dissemination, and utilization of all CAPH/SNI publications and advocacy materials, including issue briefs, fact sheets, press releases, testimony, letters, and other materials;
- Manages the CAPH and SNI websites, as well as the member portal, with frequent additions and updates, including media, video, photos, documents, and other materials;
- Compiles and disseminates our two regular e-publications: the CAPH/SNI Digest, our biweekly newsletter, and the quarterly SNI Forward;
- Directs media relations, responding to media inquiries and triaging interviews to appropriate senior staff;
- Coordinates member communications directors on issues related to media and other positioning strategies, facilitating opportunities for their peer exchange, collaboration and shared learning.

## **QUALIFICATIONS AND EXPERIENCE**

The ideal candidate also possesses the following **skills and attributes**:

- An advanced degree in communications, journalism, public policy, public health, public relations, public administration or closely related field is required.
- 10+ years' strategic communications experience, including strong ability to achieve organizational goals through a range of effective tactics.
- Minimum of five years working in a health care environment supporting communications strategies; understanding of health policy landscape in California strongly preferred.
- Demonstrated ability to develop and implement strategic communications plans to advance a public policy agenda.
- Excellent interpersonal skills and ability to work effectively in a small, hardworking office environment.
- Outstanding ability to distill complex policy concepts into accessible and cogent arguments.
- Ability to work effectively in a fast-paced, highly specialized, health care policy trade association environment.
- Good understanding of website design and maintenance, and experience with digital communication tools, including email marketing and social media.
- Good understanding of technical terminology and other related tools in order to effectively manage the web designer and other external vendors.
- Excellent ability to effectively communicate and collaborate with technical and non-technical staff.

Salary is commensurate with experience and includes a competitive benefits package.

Interested applicants should send a resume and cover letter to [jobs@caph.org](mailto:jobs@caph.org).

CAPH is an Equal Opportunity Employer with a strong commitment to racial, cultural and ethnic diversity. Persons of color are strongly encouraged to apply.