

Associate Director of Communications

ABOUT CAPH/SNI

[The California Association of Public Hospitals and Health Systems](#) (CAPH) represents California's 21 public health care systems, which include county-affiliated systems and the five University of California academic medical centers. Together, these systems form the core of the state's health care safety net. As a trade association, CAPH works to advance policy and advocacy efforts that strengthen the capacity of its members to ensure access to comprehensive, high-quality, culturally sensitive health care services for all Californians, regardless of insurance status, ability to pay, or other circumstance, and educate the next generation of health care professionals. These efforts are strongly informed by, and take place alongside, the work of the [California Health Care Safety Net Institute](#) (SNI), the 501c3 affiliate of CAPH.

California's [21 public health care systems](#) include county-owned or affiliated systems and the five University of California academic medical centers. Together, these systems serve as the foundation of the safety net, delivering care to all who need it, regardless of insurance status, immigration status, ability to pay, or other circumstance. Primarily, public health care systems serve individuals from historically marginalized communities, including persons of color, individuals experiencing financial hardship or homelessness, and individuals with complex social and medical needs.

Although CAPH and SNI are separate legal entities, they function day-to-day as a matrix organization, with CAPH offering technical expertise to SNI's programs, SNI contributing heavily to CAPH's policy and advocacy efforts, and the organizations working together to achieve shared goals for our member systems.

The ideal candidate understands and embraces the CAPH/SNI Values—dedication to the mission of ensuring equal access to high quality health care for all, collaboration with shared accountability, and excellence, as well a genuine interest in health care and desire to learn more to effectively support policy efforts. CAPH/SNI are [committed to advancing equity](#) and an Equal Opportunity Employer with a strong commitment to racial, cultural, and ethnic diversity. Qualified applicants of all races, people with all abilities, and veterans are encouraged to apply.

WORK ENVIRONMENT

CAPH/SNI operates in a hybrid work environment, with two required in-person days (Monday and Wednesday) at the office in Oakland, CA for those living 40 miles or less from the office; one required in-person day (Monday) for the other group. The remaining days are conducted remotely.

POSITION SUMMARY and PRIMARY RESPONSIBILITIES

Reporting to the Senior Director of Government Affairs of CAPH, the **Associate Director of Communications** is responsible for developing and executing CAPH's communications strategies to advance its policy and advocacy agenda, and support member interests. This position oversees external communications and internal member communications to California's 21 public health care systems. Tasks include fielding and triaging media requests, managing social media, developing advocacy materials and member newsletters, overseeing the website, and copy-editing materials. The Associate Director of Communications will also help support member communications leads as they promote their local public health care system and help advance policy and advocacy goals. In addition, the Associate

Director of Communications will collaborate with SNI staff and its communications consultant as described below. This position is classified as exempt.

Specific responsibilities include, but are not limited to the following:

- Develops and implements a media strategy to advance policy and advocacy goals, including building relationships with reporters statewide, and planning press events as appropriate;
- Triage media inquiries, drafts talking points, and works in coordination with the Senior Director of Government Affairs and the President & CEO on all media inquiries;
- Responsible for all CAPH external publications and advocacy materials, writes and/or oversees production and dissemination of CAPH communications, including blogs, factsheets, press releases, reports, newsletters, and other publications;
- Identifies opportunities to leverage SNI program and member successes in the pursuit of policy and advocacy goals;
- Coordinates day to day communications to ensure CAPH/SNI alignment;
- Develops, reviews, and edits communications materials such as Board memos and presentation slides, as needed;
- Oversees content development, copy editing, and dissemination of CAPH member newsletters;
- Overall management of the CAPH/SNI website structure;
- Manages CAPH social media including content development, monitoring engagement, and developing and executing a strategy to attract more followers as well as coordinates with SNI's LinkedIn Page;
- Coordinates communication activities for the CAPH/SNI Annual Conference committee, including theme development, Quality Leaders Awards and overseeing an external graphic designer to develop marketing collateral;
- Provides leadership and information to member public hospitals' communications departments; works closely and coordinates with member communications directors on media strategy, blogs, advocacy initiatives, and other special projects and facilitates opportunities for their peer exchange, collaboration and shared learning;
- Works as part of the CAPH government relations team to develop message content on priority policy issues.

KNOWLEDGE & EXPERIENCE

- An advanced degree in communications, journalism, public health, public relations, public administration or closely related field is preferred
- 5+ years strategic communications experience, including strong ability to build effective relationships with the media
- Minimum of five years working in a health care environment supporting communications strategies; understanding of health policy landscape in California preferred
- Demonstrated ability to develop and implement communication materials to advance a public policy agenda
- Outstanding written and verbal communication skills, with extreme attention to detail
- Ability to work effectively in a member-driven trade association environment
- Good understanding of website design and maintenance
- Experience with Adobe Creative Suite and other web-based design tools preferred
- Excellent ability to effectively communicate and collaborate with technical and non-technical staff

- Excellent interpersonal skills and ability to work effectively in a small, hardworking office environment

The starting salary range for this position is \$89,100-111,300. CAPH offers an extremely competitive [benefits package](#).

Interested applicants should send a resume and a cover letter via email to jobs@caph.org.

