

Associate Director of Communications

ABOUT CAPH/SNI

[The California Association of Public Hospitals and Health Systems](#) (CAPH) represents the state's 17 public health care systems, which form the core of the state's health care safety net. As a trade association, CAPH works to advance policies 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 to 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 partner of CAPH.

California's [17 member systems](#) primarily 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 the two organizations working closely together to achieve shared goals for our member systems.

The ideal candidate understands and embraces 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 are deeply committed 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 Relations, 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 17 public health care systems.

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

- Works with an external communications firm to develop and execute a media strategy to advance policy and advocacy goals, including managing media relationships, triaging inquiries, drafting messaging, and coordinating with the President & CEO
- Supports development of advocacy materials, including fact sheets and other documents
- Leads development, production, and dissemination of communications with member public health care systems, including newsletters, Board of Directors materials, and presentations
- Manages CAPH digital presence, including: website strategy, structure, and routine updates; and social media content, engagement, and growth
- Partners with member public health care system communications leaders to align messaging, support advocacy efforts, and elevate member successes; facilitates collaboration and peer exchange
- Oversees communications strategy and execution for the annual CAPH/SNI Annual Conference, including creation of annual theme development, annual quality leaders awards, development and execution of collateral and website, and management of external design support
- Partners closely with SNI leadership and external SNI communications consultant to ensure alignment and consistency of messaging and products, including the website and publications, across CAPH/SNI

KNOWLEDGE & EXPERIENCE

- Minimum of 5 years of health policy experience. Advanced degree in communications, public policy, public health, public administration, or a related field preferred, or equivalent relevant professional experience
- Demonstrated ability to develop and implement communication materials to advance a public policy agenda
- Outstanding written and verbal communication skills, with good attention to detail
- Excellent interpersonal and communication skills, with the ability to collaborate effectively across teams and with both technical and non-technical staff in a small, team-based organization.
- Understanding of health policy landscape in California preferred

The starting salary range for this position is \$100,000-\$125,000. CAPH offers an extremely competitive [benefits package](#).

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