

Director, Communications

LEVEL: Director

REPORTS TO: President & CEO

SALARY: Salary is negotiable depending on experience

LOCATION: Medicaid Health Plans of America (MHPA) Main Office
1575 I Street, NW, Suite 300
Washington, D.C. 20005
(currently remote optional)

JOB PURPOSE: The Director is responsible for leading all external communications activities, including MHPA's mission, policy positions and programs to the media and public, MHPA members and various audiences. The position reports directly to the President & CEO and leads the collaboration with MHPA staff on external and internal communications activities.

JOB DESCRIPTION

- Develops and implements MHPA's communications' strategy to actively shape public discourse around Medicaid and managed care issues
- Directs all MHPA public relations campaigns, including the Value of Medicaid Managed Care (VoMMC) campaign
- Conducts outreach to press and public; responds to press inquiries and proactively advances MHPA's communications interests among the media and with other key stakeholders operating in the Medicaid space
- Manages all communications programs, including branding and messaging, that effectively describe and promote MHPA and its products and services
- Maintains, develops, and enhances MHPA press contacts and distribution list
- Development and distribution of press releases and other MHPA collateral items
- Writing and composition duties, including principal editing of MHPA's industry newsletter and all MHPA publications and other public-facing materials
- Oversees maintenance and development of MHPA website
- Manages all social media channels for MHPA, developing and implementing an overarching social media strategy that reflects MHPA's broader organizational goals
- Serves as primary staff liaison to the MHPA Communications Committee, which includes partnering with other MHPA Departments and Committees to ensure the Communication Committee can develop stakeholder-targeted strategies for elevating MHPA priorities
- Collaborates with MHPA's Government Relations and Advocacy team to elevate MHPA policy priorities and advocacy initiatives at the state and federal levels

- Performs other duties as assigned

KEY SKILLS

- Excellent communication skills both written and oral
- Understanding of digital marketing concepts
- Demonstrated problem solving and decision making
- Knowledge of Medicaid and/or health policy issues
- Knowledge about associations and/or Capitol Hill
- Comprehensive project management
- Microsoft Office products

KEY ATTRIBUTES

- Professional and positive approach
- Proactive and strategic approach to communications activities
- Attention to detail
- Excellent interpersonal and relationship skills / collaborative team player
- Flexible and willing to respond to timely policy developments and issues needing urgent attention
- Self-motivated
- Dynamic and creative

ESSENTIAL QUALIFICATIONS: Bachelor's degree required. Work experience may substitute for advanced degree. 5-7 years of experience in media relations, communications in health policy, on Capitol Hill, or health care related organization. Experience in Medicaid, Medicare, CHIP, health insurance and/or managed care strongly preferred.

COMPENSATION: Salary is commensurate with experience and is competitive with public interest and government pay scales. MHPA also offers excellent benefits, including insurance coverage (health, STD/LTD, AD&D, Life), a 401k retirement plan, and vacation and medical leave benefits.

TO APPLY: Please send a cover letter and resume to ckennedy@mhpa.org. Open until filled.