



Medicaid Health Plans of America

Vice President of Communications

The Organization

Medicaid Health Plans of America (MHPA) is the leading national trade association representing Medicaid managed care organizations (MCOs). MHPA advocates for policies that improve Medicaid program efficiency, expand access to care, and promote high-quality healthcare outcomes for millions of Americans. The association works closely with policymakers, stakeholders, and healthcare leaders to shape the future of Medicaid-managed care.

The Position

MHPA is seeking a strategic, innovative, and dynamic Vice President to provide vision, leadership, and direction to drive positive perception of the Association's brand and reputation, and lead its strategic communications efforts, ensuring that the organization's messaging is impactful, cohesive, and aligned with its advocacy and policy objectives.

Reporting to the Chief Executive Officer, the VP will serve as the chief architect of MHPA's communications strategy, overseeing all external and internal communications functions, including media relations, thought leadership, digital communications, content strategy, crisis communications, and stakeholder engagement.

The VP will be responsible for enhancing MHPA's visibility in national and trade media, strengthening relationships with key audiences, as well as for designing, shaping, and executing a comprehensive, multi-faceted communications program, building on and growing the position of MHPA as the leading voice on Medicaid managed care.

As a senior member of the executive team, the VP will work closely with the leadership team, Board of Directors, member organizations, external partners and regularly strategize with other staff on the execution of effective and internal communications and social strategies.

Key Responsibilities

Communication Strategy

- Develop and oversee the implementation of a comprehensive data-driven integrated communications strategy that aligns with MHPA's mission and goals, including reputation management, thought leadership, advocacy campaigns, and member communications, ensuring that its messaging effectively influences policymakers, industry leaders, and the public.
- Directly manage MHPA's communications portfolio with relevant leaders within the department and across the organization, ensuring consistency of messaging, external positioning, and releases with members, regulators, policy stakeholders, and the public.
- Collaborate with the CEO and executive team to shape the overall strategic direction of the Association.
- Provide strategic communications counsel to MHPA's executive leadership team on media relations, crisis preparedness and management, regulatory, policy, and legislative initiatives. This includes anticipating and identifying challenges and emerging issues that may affect the Association's reputation and proactively developing strategies to address them.
- Capably represent the Association at internal and external events and forums.

Media Relations & Stakeholder Communications

- Cultivate and maintain relationships with journalists, media outlets, and thought leaders in the Medicaid and healthcare policy space, securing coverage in major national, healthcare, and policy-focused publications.
- Oversee the development of press releases, opinion pieces, white papers, and reports to position MHPA as a thought leader.
- Provide media training and preparation for MHPA leadership and member representatives, where appropriate, to ensure effective public engagement.
- Develop and implement strategies to enhance communications with MHPA member organizations, ensuring alignment with their priorities.
- Manage internal communications, ensuring staff and members are informed about MHPA's initiatives, priorities, and opportunities for engagement.
- Lead the development of regular member briefings, newsletters, and policy updates, fostering greater engagement and information-sharing.

Operations & Oversight

- Oversee the development and implementation of mixed-media support materials (e.g., press kits, press releases, FAQs, bios, videos, vlogs/blogs, social media, etc.)
- Oversee the social media team, including content creation for various platforms, campaign planning, tracking, analyzing data, identifying trends, building community, and brand reputation.
- Lead and support communications and PR research projects to help internal teams and executives better understand and act on community direction trends.
- Lead the creation and ongoing maintenance of messaging and communications frameworks to ensure a consistent “one voice” presence in MHPA's target audiences, membership, and the public.
- Review all written material intended for distribution to policymakers and all external audiences, ensuring that it is written and designed in alignment with MHPA's voice and branding.
- Serve as an ongoing liaison to communications officers and spokespeople for member companies and partner organizations.
- Oversee MHPA Communications Committee, and manage relationships with external communications consultants, ensuring alignment with MHPA's priorities.
- Develop and implement robust metrics to track communication impact and outcomes.
- Prepare regular reports for the Executive Team, key stakeholders, and partners on communication performance and impact.
- Ensure transparency and accountability in all communication activities.

Leadership & Development

- Lead, mentor, and develop a high-performing, growth-focused communications team and oversee outside consulting firms and resources.
- Foster a collaborative and inclusive team culture that encourages innovation and excellence.
- Provide regular feedback and professional development opportunities for team members.
- Establish and monitor department performance and development goals, strategically structuring the growth of the department.
- Establish departmental and individual goals and metrics and monitor performance and results for audience and revenue development.
- Negotiate and manage contracts with external consultants/vendors for PR, social media, marketing, and other communication needs.
- Direct and manage the communications budget.

Education/Experience/Skills

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field is required.
- 12-15 years of progressive senior leadership experience in public affairs, communications, media relations or related field, with a strong focus on healthcare, policy, or advocacy.
- Proven leadership experience in managing high-level communications functions within trade associations, advocacy organizations, or healthcare entities, along with strong media relations expertise, with established relationships in healthcare and policy media.
- Exceptional writing and editorial skills, and demonstrated experience across PR, social media, digital marketing, and audience development, including responsibilities for planning, writing, editing, and producing newsletters, press releases, and other communications and media content.
- Previous experience in political campaigns, government, or public affairs a plus.
- Demonstrated leadership, critical thinking, negotiation, facilitation, consulting, problem-solving, decision-making, and strategic and analytical skills

Compensation

The base salary for this position is \$175,000. MHPA considers various factors when making compensation decisions, including skill set, experience, training, education, knowledge, and other business and organizational needs. MHPA offers 401(k), PTO and sick leave, commuter benefits, wellness reimbursement, and professional development/tuition reimbursement for eligible employees.

Digital Presence

Web: [medicaidplans.org/](https://www.medicaidplans.org/)

X: twitter.com/MHPA

LinkedIn: [linkedin.com/company/medicaid-health-plans-of-america](https://www.linkedin.com/company/medicaid-health-plans-of-america)

Facebook: [facebook.com/MedicaidHealthPlansofAmerica](https://www.facebook.com/MedicaidHealthPlansofAmerica)

YouTube: [youtube.com/user/MHPADC](https://www.youtube.com/user/MHPADC)

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