

# Director, Communications

**LEVEL:** Director

**REPORTS TO:** VP of Communications

**SALARY:** \$125,000 per year

**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 of Communications is responsible for leading and executing MHPA's external communications activities, including promoting MHPA's mission, policy priorities, advocacy initiatives, and programs to the media, public, members, partners, and other key stakeholders. Reporting to the Vice President of Communications, the Director serves as the organization's primary day-to-day communications leader and is expected to operate with a high degree of independence, initiative, and strategic judgment.

This position manages and implements a broad communications portfolio, proactively identifying opportunities, developing messaging, responding to emerging issues, and advancing organizational priorities with limited direction. The Director collaborates closely with MHPA leadership and staff while serving as the primary point person for many communications functions, ensuring consistent and effective communications across the organization.

## JOB DESCRIPTION

### Strategic Communications Leadership

- Directs all MHPA public relations campaigns, including the Value of Medicaid Managed Care (VoMMC) campaign
- Manages all communications programs, including branding and messaging, that effectively describe and promote MHPA and its products and services
- Independently identifies communications opportunities, emerging issues, and reputational risks, developing and executing appropriate strategies and responses
- Serves as a trusted communications advisor to MHPA leadership, providing strategic recommendations on messaging, outreach, and stakeholder engagement
- Leads the day-to-day execution of MHPA's communications priorities while ensuring alignment with the MHPA strategic plan, as well as the goals of the MHPA Board of Directors and the organization's leadership

### Media Relations & Public Affairs

- 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
- Maintains, develops, and enhances MHPA press contacts and distribution list
- Develops and distributes press releases and other MHPA collateral items

### Content Development & Messaging

- Serves as lead writer and editor for MHPA's member and industry newsletters, publications, website, reports, member communications, and other public-facing materials
- Ensures messaging consistency across all communications channels and organizational initiatives
- Develops communications materials that support MHPA's policy, advocacy, research, membership, and educational objectives

### Digital Communications

- Collaborates with MHPA's Associate Director of Digital Marketing and Branding to develop a strategic content calendar and messaging for MHPA social media channels
- Monitors communications analytics and audience engagement to help inform future communications strategies and tactics

### Collaboration & Stakeholder Engagement

- Serves as primary staff liaison to the MHPA Communications Committee, working closely with committee members to develop stakeholder-targeted strategies that elevate MHPA priorities
- Partners across MHPA departments to ensure communications initiatives support organizational objectives and member needs
- Collaborates with MHPA's Government Relations and Advocacy team to elevate policy priorities and advocacy initiatives at the state and federal levels
- Collaborates with MHPA's Research team to highlight relevant internal and external research projects, issue briefs and fact sheets related to the value of Medicaid managed care
- Coordinates with external vendors, consultants, and partners as needed to support communications initiatives

### **KEY SKILLS**

- Manages multiple concurrent projects and deadlines in a fast-paced environment while maintaining high-quality work products
- Exercises sound judgment and decision-making when addressing time-sensitive communications matters
- 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

**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. 7-10 years of experience in media relations, communications in health policy, on Capitol Hill, or health care related organization. Experience in Medicaid, CHIP, Marketplace, Medicare, 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 [mgootzit@mhp.org](mailto:mgootzit@mhp.org). Open until filled.