

## **JOB DESCRIPTION**

**TITLE:** Senior Vice President, Strategic Communications and Marketing

**DATE:** July 2024

**CLASSIFICATION:** Exempt

**DEPARTMENT:** Public Relations

### **SUMMARY:**

Reporting to the Chief Strategy and Technology Officer, serves as a key leader within GHA and works with limited direction. Provides leadership and directs communications and marketing for GHA and its affiliated companies. Leads a team and develops and executes a strategy to effectively grow GHA's public presence and influence and to effectively and timely communicate with GHA members. May serve as GHA's primary public relations and media official, representing GHA in numerous media formats.

### **ESSENTIAL FUNCTIONS:**

- Creates, implements, monitors, and maintains a full and integrated marketing and communications plan to support GHA's advocacy efforts and to keep GHA members informed of relevant information.
- Lead the development and implementation of communications and marketing objectives, working with other staff to develop communications strategies that further the objectives of GHA and its affiliated companies.
- Works with the Member Services and Education Department, GHA leadership, and other staff as needed to develop materials for GHA events and meetings, including, but not limited to annual conferences, smaller workshops, and special events or industry promotions and to implement marketing strategies for those events.
- Oversight for the annual GHA Leadership Awards process including – organization and management of the GHA Awards Committee, notification to awards winners, creation of awards videos, and management of the awards.
- In conjunction with the EVP, Member Services and other senior staff, develop communications plans to market products and services to the membership, state partners and clients and oversee the appropriate brand use of GHA and its affiliates.
- In conjunction with the Government Relations team and others, participates in the development of advocacy messaging and communication strategies for major association issues and initiatives.

- Identify trends and analyze data that affect Georgia's hospitals and develop communications strategies that address issues.
- Serve in an advisory capacity for the development of health policy for the association.
- Directs all aspects of social media, print, and web communications.
- May serve as GHA's spokesperson or train and advise other staff on public relations matters.
- Maintains regular contact with members of the media and serves as a contact for same.
- Drafts talking points, speeches, presentations, and other materials for the CEO and others as needed.
- Oversees graphic design and illustration needs for the agency through staff or external resources.
- Serve as executive editor of GHA's regular publications.
- Serve as appropriate topical counsel to staff and hospitals.
- Develop and oversee departmental budget and expenditures.

**EDUCATION:**

- Must have training in communications, marketing and public relations and/or journalism with appropriate collegiate education and/or have experience in healthcare or association administration, strategic planning and public relations.

**EXPERIENCE:**

- Must have leadership/management experience.
- A minimum of 4 years' experience in communications is required.
- Experience leading teams is required.
- Understanding and familiarity with social media platforms, graphic design, website development, and video production is helpful.

**KNOWLEDGE & SKILL:**

- Possess a broad knowledge of communications, marketing, public relations, and social media strategies and how to use those tools to advance organizational priorities.
- Demonstrate strong abilities in written and oral communications.
- Maintain a broad knowledge of the environment for health care delivery.
- Represent GHA to the media and the public in a knowledgeable, professional manner.
- Demonstrate strong public presentation skills.
- Make independent judgments and interact effectively with staff and hospital personnel.
- Demonstrate good judgment in handling problems raised by members.
- Participate in a variety of staff functions and commit to deadlines that may require working long and irregular hours, or with little lead time.
- Demonstrate strong abilities in group leadership and one-on-one communication, organizational management and staff management.
- Travel and spend some time away from home outside of normal working hours.

- Proven management skills and the ability to provide oversight to a diverse range of association functions.
- A consensus builder, capable of coordinating projects and gaining the cooperation of many (including staff, hospital chief executive officers and managers and outside consultants).
- Proficiency with remote, telework technology (Zoom and/or Webex & Teams) - experience working in a remote or hybrid environment is a plus. The position may have flexibility but will require some in-office attendance.

Equal Opportunity Employer/Veteran/Disabled

**DISCLAIMER:**

This job description indicates the general nature and level of work expected of the incumbent. It is designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required.