



## Senior Manager, Communications and Member Relations

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Cover letters and resumes may be submitted to: [SrManagerPosition@nationalalliancehealth.org](mailto:SrManagerPosition@nationalalliancehealth.org)

The National Alliance of Healthcare Purchaser Coalitions is seeking a senior manager of communications and member relations who is a strategic thinker with meticulous attention to detail. The ideal candidate enjoys a fast-paced environment, works calmly under pressure, delivers on deadlines, has excellent interpersonal and communication skills, is highly organized, has innovative and critical thinking skills, and is self-motivated.

### Core Qualifications

- Bachelor's degree in communications, journalism, public relations, or related field
- Minimum of 5-6 years of experience in healthcare, health policy, and/or benefits communications
- Strategic and creative thinking skills
- Excellent written and verbal communication skills that include developing compelling, well-researched content for diverse audiences across multiple channels (portfolio of work and skills test required)
- Superior attention to detail with proven editing and proofing skills
- Experience in brand management, design management, marketing strategies, and digital communications
- Proficiency with WordPress, and Microsoft Office (Excel, PPT, Word) and project management tools; experience with Canva or similar software a plus
- Proficiency with email marketing tools and resources (e.g., Constant Contact, Mailchimp, Emma...)
- Ability to build and maintain positive, mutually satisfying relationships with diverse internal and external stakeholders

### Duties & Responsibilities

- Develop and execute on the communications and member relations strategy and plan with the support of staff and external consultants.
- Serve as the internal expert and advisor on member coalitions (e.g., leadership teams, key initiatives, level of preferred National Alliance support...). This includes developing and managing a bi-annual coalition member survey, updating the strategy and plan to reflect findings.
- Manage website and member portal content and bi-monthly issues log (WordPress proficiency required).
- Support for webinars, meetings, and events:
  - Assist with planning and with drafting and disseminating frequent invitations to webinars, strategy calls, and other forums.
  - Participate in planning meetings and communications execution for two annual national meetings (e.g., brand/theme, meeting invitations and promotions, social media, website, registration site, Coalition Connect member portal, awards, call for speakers...).
- Oversee the design and development of sponsored publications, including *Action Briefs*, infographics, white papers.
- Draft, research, write, edit, and disseminate an annual report and newsletters:
  - General newsletter (bi-monthly)
  - National Health Observances (monthly)
  - Affiliates (monthly)

- Create and manage a dissemination process to ensure widespread distribution, customization, and use of National Alliance resources, working closely with member coalitions to understand their needs and preferences.
- Conduct market research and analyze data to identify trends, opportunities, and areas for improvement in communication efforts.
- Analyze and report on communication performance from websites, social media accounts, publications, and others.
- Manage and enhance the organization's brand and identity, ensuring consistency across all communication channels.
- Update weekly communications activities on staff call and PR calendar.
- Coordinate content/PPT for monthly coalition member meeting.
- Ensure quality and adherence to style guidelines for all publicly facing documents, website content, proposals, and PPT presentations.
- Direct internal and external PR and communications consultants on coordinating strategic planning and rollout activities.
- Collaborate with cross-functional teams to support organizational goals and initiatives.

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