



Job Description: Director of Community Engagement

The successful candidate will work with their staff to perform the following activities with excellence.

Community engagement

- Engage clinicians on a peer-to-peer level.
- Develop and execute strategies to recruit participants from our health care community to join IHDE.
- Represent IHDE to the health care community and manage IHDE recruitment efforts with goal setting, training, and overall performance management.
- Work with management and IHDE staff to prepare annual provider relations goals and the mechanisms to benchmark progress against these goals.
- Maintain operating policies as necessary to ensure high levels of standardization and customer satisfaction among IHDE users.
- Perform market analysis to identify opportunities and implement strategies to broaden the use and adoption of IHDE services.
- Develop new product roll-out plans, including marketing and training requirements for implementation.

Strategic communications and planning

- Research, draft and implement a strategic communications plan to advance health information exchange in Idaho via IHDE as well as specific project objectives as identified in IHDE strategic plans.
- Track and measure the level of engagement over time to test the effectiveness of communications activities. This includes analytics, surveys, and other measurement tools and strategies.
- Handles or coordinates the handling of all media inquiries and writes or edits, secures approval and disseminates press releases. Serves as the primary spokesperson and works with appropriate officials and personnel, to craft responses.
- Writes and edits speeches and talking points, scripts, quotes, op-eds, fact sheets, marketing collateral, correspondence and other material to be used by IHDE leadership.
- Provide strategic communications counsel to the CEO and leadership; analyze and evaluate the public relations impact of programs and policies.
- Provide counsel and develop policies and procedures addressing external communications such as media policy, meetings and communications, and website maintenance and governance.

- Coordinate all public-facing communications, ensure consistency of messaging.
- Ensure training for IHDE staff and leadership in media and public relations, public speaking and related IHDE policies and procedures.
- Identify and coordinate speaking opportunities for IHDE leadership.
- Manages the IHDE website, including content development, analytics, and integration with other social media platforms.
- Works with staff to promote IHDE issues and advocacy messages and communicate critical information to members and the public.
- Work on social media postings, editing, and analytics reporting and interpretation.
- Produce publications and marketing materials as necessary.
- Create a crisis communications plan and train key employees in plan elements; establish a review process and implement desk-top drills.

Stakeholder management and outreach

- Develop and maintain a robust stakeholder engagement plan; Draft charter and lead stakeholder communication and outreach committee, which will provide feedback regarding communication and outreach issues.
- Ensure consistent messaging and transparency to provide positive public engagement with all stakeholders.
- Foster collaboration, integration, and alignment of communication activities across various stakeholder related projects as administrative manager.
- Conduct all IHDE business with the highest levels of customer service and professionalism.
- Develop and foster relationships with local and national philanthropic groups to both inform them of our mission and encourage their financial participation.
- Coordinate IHDE's presence at healthcare community meetings and solicit opportunities to share IHDE's message.
- All other duties and responsibilities as assigned.

Team leadership and management

- Lead the Community Engagement team by engaging all team members, clearly establishing performance expectations, coaching, performance management, reward, and recognition.
- Promote and encourage positive morale for all team members.
- Manage and mentor a strong complimentary team.

Qualifications:

Candidates must possess the qualifications listed below:

- Bachelor's degree in business required. Master's degree preferred.
- Strong writing experience and communication skills across multi-media platforms.
- Must have either clinical or payer environment experience.
- Experience should include areas such as media relations, website content, newsletters, and member and/or donor communications. The ability to take knowledge and transform it into exciting and useful messages and disseminate it to the right audiences through the best distribution channels is critical.
- A highly collaborative style demonstrated through experience developing and implementing communications strategies.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- High energy, integrity, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, clinical participants, community leaders, and government entities.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- Proven track record in communications project management.
- Demonstrated ability to nurture client relationships.
- Must possess the ability to be solution-oriented and work under minimal supervision.
- Demonstrated ability to develop and maintain organizational processes to meet departmental objectives efficiently.
- Expert public speaking, presentation and communication skills.
- Proficient in MS Office including Excel, PowerPoint, Word, etc. and demonstrated ability to learn new systems quickly.
- Excellent organizational skills.
- Ability to manage high-stress situations; remain calm under pressure.

While the qualifications below are not required, Strong preference will be given to those possessing these qualities:

- Medical credentials (i.e., RN, PA, NP) strongly desired so that the person can talk peer-to-peer with clinicians and contribute SME expertise to IHDE planning and operations.
- Strongly desire quality improvement (i.e., HEDIS) and/or clinical informatics experience.

- Desire strong social media and analytics experience and a high level of proficiency in search engine optimization and Google analytics. Experience with digital community advocacy a plus.