

Indiana Hospital Association The Indiana Hospital Association (IHA) serves as the professional trade association for more than 170 acute care, critical access, behavioral health, and other specialized hospitals in Indiana. IHA advocates on behalf of its members in Indiana's General Assembly, U.S. Congress, and with multiple regulatory agencies at the state and federal levels. Dedicated to improving quality, patient safety, and Hoosiers' health status, IHA holds numerous grants and facilitates collaboration among hospitals to improve outcomes. IHA also provides members with the data analytics that they need to ensure access to quality, cost-effective health care services across the state of Indiana. To learn more about IHA, visit IHAconnect.org.

Title: Director of Public Relations

Status: Salary, exempt

Reports to: IHA Vice President of Public Affairs and Communications

Supervisory Responsibilities: None

Prepared Date: August 2, 2024

Position Summary: Working with the Vice President of Public Affairs and Communications and the Director of Marketing Communications, the Director of Public Relations will write and develop strategic communications deliverables that effectively position and advance IHA's mission and build the association's brand identity with external stakeholders.

Core Responsibilities: Strategic positioning, public and media relations, advocacy and grassroots communications, stakeholder communications, and member communications.

Essential functions include but are not limited to the following:

- Support IHA's communications team with responsibilities for public relations and advocacy communications
- Enhance the brand identity and reputation of the association
- Shape public perception and build relationships with external stakeholders
- Serve as a spokesperson for media interviews
- Write and distribute press releases, op-eds, statements, advisories, and media pitches
- Organize and facilitate press conferences
- Produce advocacy communications collateral including talking points, member toolkits, issue briefs for lawmakers, legislative updates, and grassroots campaigns
- Produce content for digital platforms including websites and e-newsletters
- Develop content for presentations, speeches, and member-wide communications
- Create daily media reports for association members, analyze media trends, and deliver ROI on earned media initiatives

Education and Experience:

- Bachelor's degree in public relations, journalism, communications, or related field.

- 8-10 years of communications experience
- Expertise in media relations and relationship building with reporters
- Knowledge of hospitals and health care, state and federal legislative processes, and constituency building
- Prior health care and/or advocacy experience preferred

Requirements: The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Knowledge, Skills, and Abilities:

- Excellent writing, grammar, proofreading, and editing skills
- Exceptional public speaker
- Ability to analyze, synthesize, and summarize complex information to focus quickly on the essence of an issue
- Exceptional attention to detail and time management
- Ability to apply Associated Press style to writing and editing
- Skilled in using Microsoft Office suite
- Willingness to work as an enthusiastic and positive team member at all times
- Self-starter, able to work independently and in a team environment; enjoys creating and implementing new initiatives
- Ability to make decisions in a fast-paced environment and anticipate future needs

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the environment is moderate
- General office hours: Monday – Friday, 8:30 a.m. – 5 p.m. with some flexibility on start and end time. Additional hours may be necessary to complete job requirements
- Travel is limited
- IHA staff members operate on a hybrid schedule and are required to work in-office three days per week. The three days in-office are flexible each week based on the staff member’s schedule
- IHA provides all employees with a laptop

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job the employee is regularly required to sit, talk and hear. The employee is frequently required to stand, walk, reach with hands and arms, and use hands to finger, handle, or feel. The employee is occasionally required to lift up to 10

pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions and perform any other related duties as may be required by their supervisor.

Application: IHA is an equal opportunity employer and provides a competitive salary with outstanding benefits and a fun, dynamic work environment. If this opportunity is for you, please submit your cover letter, resume, salary requirements, three relevant writing samples, and any additional materials to Laura Kracher, IHA's Vice President of Public Affairs and Communications, at LKracher@IHAconnect.org by Friday, August 23.