

DIRECTOR OF OUTREACH AND COMMUNICATIONS

Organizational Profile

The [Health Assistance Partnership](#) (HAP), a project of the non-profit Families USA, works with the nation's 54 State Health Insurance Assistance Programs (SHIPs) to enhance their capacity to inform, counsel, and assist Medicare beneficiaries about health care benefits and coverage options. SHIPs are federally funded state programs that rely heavily on volunteer educators and counselors to deliver individualized services at the local level.

HAP's support for the nationwide SHIP network includes a variety of services: monthly conference calls, technical assistance, training materials and counseling tools, best-practice packages, and a monthly electronic newsletter. HAP also provides services to meet the specific needs of selected state programs including [Collaborative State Projects](#) and [SHIPTools](#), a customizable, web-based management system developed by HAP that supports the reporting, training, and outreach needs of state SHIP programs.

Position Description

The Director of Outreach and Communications will be responsible for developing and implementing a strategy to mobilize and strengthen the SHIP network to increase its collective voice around key issues. The Director will convene regular meetings with key SHIP staff to identify and implement strategies to begin building a stronger SHIP network.

The Director will also be responsible for HAP's advocacy efforts, including identifying and developing strategies to address systemic issues affecting SHIPs and Medicare beneficiaries. These efforts will involve developing and maintaining partnerships with key Congressional Staff and other policymakers, members of the media, and national organizations. The Director will also be responsible for HAP's efforts to increase SHIP funding at the federal, state, and local level. Responsibilities will include educating SHIPs about their role in advocating for increased funding and working with key policymakers to raise awareness about the tremendous value of SHIPs.

The Director will also help inform HAP's mission and strategic planning activities through the development and implementation of a strategic outreach plan that will allow HAP to continually assess the Medicare education and program development needs of the SHIP network.

The Director of Outreach and Communications will report directly to the Executive Director and will work closely with other senior level staff. Some staff supervision will be required. Some travel will be required.

Salary is commensurate with experience. Generous fringe benefits are provided.

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Requirements

- Preferred candidates shall have experience building partnerships and/or coalitions with community-based organizations and key stakeholders. Experience facilitating meetings is required. Experience with grassroots organizing is a plus.
- Candidates must have experience communicating with Congressional Staff and other policymakers, members of the media, and national organizations.
- Candidates must have excellent research, writing, and presentation skills; be proficient in the use of technology (including Microsoft Office Suite); be self-starters; and enjoy working in teams.
- Project management experience is required.
- Masters Degree in Communications, Public Health, Public Administration, or a related field; 5 or more years of relevant work experience is also required. Experience working in the Aging Network is preferred. Direct experience with the State Health Insurance Assistance Program (SHIP) network is a plus.

Interested candidates should email a cover letter and resume by June 30 to:
infohap@hapnetwork.org (please note job title in subject line).