

Vermont Medical Society

Policy and Communications Manager

Job Description

Classification: Exempt
Reports to: Executive Vice President
Date of Posting: August 15, 2017

The Vermont Medical Society (VMS) is the leading voice of physicians in the state and is dedicated to advancing the practice of medicine by advocating on behalf of Vermont's doctors and the patients and communities they care for.

The Society serves its 2,000+ members through public policy advocacy on the state and federal levels, as well as by providing legal, administrative and educational support, producing a rich flow of news and information and offering member benefits that increase medical practice effectiveness and efficiency. Founded more than 200 years ago, the Society has long been recognized as one of the state's most prominent health care organizations. www.vtmd.org

Position Summary

The Policy and Communications Manager plays a central role within the VMS advocacy team in advancing health policy change that serves the needs of the physicians and patients of Vermont. The Manager identifies legislative and administrative policy change opportunities, participates in research and writing about policy issues, develops issue campaigns, and helps identify and mobilize members and coalition partners. The Manager develops and executes a communications and media relations strategy that utilizes both traditional and new media. The Manager represents the Society before legislative and executive branch agencies at the state level and handles press and other media inquiries as appropriate. The Manager will contribute as an active member of the staff and work collaboratively with other staff, including the Executive Vice President and Deputy Executive Vice President, to advance program and organizational goals.

This is a full-time, exempt position based at the Society's office in Montpelier, VT. The role operates in a professional office environment with work regularly occurring outside of the office at the State House and engaging with members across the state. Salary range from mid-\$40k to 60k, depending on experience and education, with a generous benefits package including health, dental and vision coverage and 401(k).

Major Responsibilities/Activities

Policy Leadership (60%)

- Develop and implement a strategic policy agenda for issue priorities identified by the VMS Council, in conjunction with Executive Vice President and Deputy-EVP.
- Build and direct strong, well-designed campaigns to promote improved health care policy, integrating legislative, communications and organizing strategies
- Conduct policy research and analyze and draft responses to state legislative and administrative policy proposals
- Coordinate policy advocacy communications including email alerts and press releases
- Build and nurture effective multi-organizational coalitions and alliances on priority issues and campaigns

- Develop and manage effective working relationships with key public officials at the state level
- Engage members in policy initiatives, including planning and carrying out Advocacy Day at the State House

Communications (30%)

- Spearhead member and public education campaigns designed to extend the impact of the Society's legislative and policy advocacy
- Work with local, regional or statewide media to pitch stories, maximize media coverage, and enhance the visibility of the Society statewide
- Draft and edit press materials, including press releases, advisories and background memos
- Develop and manage content for the Society's website, e-communications and social media
- Solicit, write, organize and format content for major publications including annual report, legislative reports, weekly e-newsletter and quarterly feature newsletter

Programmatic (10%)

- Prepare regular reports for Council (Board of Managers) on the Society's policy and communication initiatives and legislative advocacy
- Recruit, train and supervise policy or communications interns, as appropriate

Qualifications

- A Bachelor's degree is expected; an advanced degree is preferred
- At least two years' experience (5 preferred) working on issues related to health care policy, public policy and/or communications
- Enthusiasm for advancing the practice of medicine and serving Vermont's physicians and their patients
- Experience lobbying or existing relationships and experience with public officials at the state level preferred
- Excellent writing, speaking and analytical skills
- Experience writing and editing with a variety of print and online communications media
- Strong self-motivation, ability to meet tight deadlines; adaptability
- Ability to work collaboratively with high-performing team of staff
- Willingness to work beyond a normal work day or more than 40 hours a week, as necessary
- Willingness to travel, as necessary

To Apply

Submit a cover letter, resume and list of three references to VMS Business Manager Colleen Magne at cmagne@vtmd.org. No telephone inquiries please. Applications due September 15, 2017 with position to begin no later than January 1, 2018.

VMS is an equal opportunity employer. We are committed to building a diverse team and encourage applications from candidates with diverse backgrounds.

Disclaimer: Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.