

HARI	POSITION DESCRIPTION	12/4/2017
TITLE: Director of External Relations	REPORTS TO: President	

SUMMARY

This position is responsible for oversight of the HARI communications, public policy, advocacy, and government relations functions. Lead the development and implementation of HARI's advocacy plan.

ACCOUNTABILITIES

1. Contribute to HARI's organization mission and strategic plan and advocacy strategies as a member of senior management.
2. Develop and oversee comprehensive external communications program/plan designed to carry key messages from membership to legislators, regulators, business leaders and other key opinion leaders.
3. Develop and oversee comprehensive internal communications program/plan designed to carry key messages to HARI members.
4. Develop and implement aggressive media relations with trade and local media.
5. Represent HARI at public hearings, commissions and committees relating to policy and government relations, as directed.
6. Develop and implement a proactive advocacy plan based on the organization's strategic priorities. Develop legislative and regulatory language as directed. Evaluate the effect of state legislation and regulations on membership. Draft comments and amendments to proposed legislation and regulations. Recommend HARI's position on proposed legislation or regulations. Advocate HARI's position before the legislature.
7. Research, monitor and analyze trends regarding proposed legislative changes, regulations and policy initiatives. Identify all major state legislation and regulatory proposals which affect member hospitals. Compile summaries of proposals for members and HARI staff.
8. Provide periodic legislative updates and prepare annual legislative summary for hospital chief executive officers. Provide information regarding legislative activity to other member hospitals' management teams, boards of trustees and HARI's senior staff.
9. Represent HARI on various boards, study commissions, and committees as appropriate.
10. Perform other related duties as required.

QUALIFICATIONS

Undergraduate or graduate degree in health administration, political science or business with a concentration in communications, or equivalent. Three to five years of experience in health care policy or communications, lobbying or related field.