

Vice President, Media Relations & Enterprise Initiatives

Title: Vice President, Media Relations & Enterprise Initiatives

Reports to: EVP, Communications & Public Relations



Position Summary:

- Responsible for managing media relations with a focus on developing the social media strategy while proactively seeking opportunities to further advance AHLA and its mission through partnerships, campaigns and stakeholder engagement. Will oversee the media relations team.
- Over time, this role will establish and lead a research function to aid all departments in better showcasing value and helping us tell our story to our members, policymakers and other key stakeholders.

Responsibilities:

- Create a constant drum beat of media visibility on AHLA's top priority issues nationally and locally; work collaboratively with the team to advance that effort.
- Annually develop the media/communications strategy to include key metrics and targets.
- Direct the social media strategy to grow our engagement across all channels.
- Grow AHLA's research function in collaboration with each department.
- Identify new areas of enterprise opportunities to help AHLA expand its presence, reach and visibility.
- Cultivate top tier reporters from mainstream publications (and the key industry trade reporters) to pitch and place proactive stories, shape reactive stories and further deepen AHLA's cadre of go-to reporters.
- Manage all media relations efforts and guide team on execution.
- Engage, lead and convene consultants, constituents and stakeholders on relevant issues and initiatives.
- Collaborate closely with the Government Affairs team to determine media messages and their timing.
- Monitor press, arrange interviews, draft press and briefing materials, oversee the tracking of coverage.
- Create industry statements, releases, collateral, including speeches or presentations for CEO or Board members.
- Media prep and training of staff, VIPs, CEO and Officers of the Board.
- Lead communications efforts in rapid response/crisis mode as needed.
- Act as a spokesperson when appropriate at the behest of the EVP, Communications & Public Relations.



Education and Experience:

- Bachelor's degree required;
- Minimum of eight (8) years of experience in journalism and/or communications;
- Experience working on Capitol Hill, at a PR agency or “in-house” experience preferred.
- Existing press contacts in and outside Washington, D.C.

Skills and Attributes:

- Excellent oral and written communication skills; with an ability to clearly articulate and connect with reporters and other stakeholders to better tell our story. Must enjoy writing.
- Team player with a high level of professionalism, self-motivation, ability to learn quickly and positive attitude.
- Detail-oriented individual with exceptional organizational and time management skills with the ability to multi-task and prioritize work assignments.
- Experienced computer and software knowledge, including Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Demonstrated ability to effectively and comfortably interact, deliver sound counsel, and gain the trust of senior executives.
- Ability to effectively and efficiently devise and implement strategy.
- Effective management and leadership skills to foster the growth of the media relation team members and cross-collaborate effectively with other departments and Foundation staff.
- Enjoy working in a fun, fast-paced, entrepreneurial environment and an ability to work both independently and collaboratively across the organization.
- Effective management skills

Other:

Position based in Washington, DC.

Domestic travel required.

AHLA is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

EOE