

Deputy Director of Communications, ACEs Aware

Position Description

Who We Are

Established in 2005, Aurrera Health Group is a mission-driven national health policy, strategic communications and public affairs consulting firm with deep policy, operational and outreach expertise in public programs. We help our clients navigate, develop, and implement a wide range of health policies related to Medicaid, the Children's Health Insurance Program (CHIP), Medicare, and the Health Insurance Marketplace. Our clients span state and federal Medicaid agencies, county/local health services departments, health care foundations, consumer advocacy organizations, hospitals, health systems, trade associations, and labor unions. While the core of our firm's work has historically been in California, we have recently been involved in projects in a number of other states including Alaska, Colorado, the District of Columbia, Hawaii, Louisiana, Maryland, Minnesota, New York, West Virginia, Virginia, and Washington State.

Our firm is rooted in a commitment to improving and strengthening the health care delivery system. We pride ourselves on our relationship-driven approach to customer service, our ability to adapt to changing landscapes, and our innovative spirit. Our mission is to advance access to affordable, comprehensive, high-quality health coverage and care and we pursue clients that enable our firm to stay true to that mission.

Position Description

Aurrera Health Group offers a dedicated and fast-paced environment focused on helping a range of clients improve our systems of care and the health care safety net. The Deputy Director of Communications will play a key role developing, managing, and executing the communications strategy for the ACEs Aware Initiative, a project led by the California Surgeon General and the Department of Health Care Services to give Medi-Cal providers training, clinical protocols, and payment for screening children and adults for Adverse Childhood Experiences (ACEs).

The Deputy Director of Communications will initially work full-time on the ACEs Aware initiative.

Communication Skills: The successful candidate for this position must be familiar and comfortable with event planning (virtual and in-person), a strategic thinker, and solid researcher and writer. They must be able to effectively translate complex policy and programmatic information into easy-to-understand messages tailored to multiple audiences and be able to help identify and execute appropriate strategies for delivering those messages. This position requires the ability to develop talking points, strategy memos, and research and write content for information toolkits, such as press releases, fact sheets, brochures, and other collateral materials.

Stakeholder Engagement Skills: The successful candidate must be able to work effectively and build relationships with clients and external stakeholders. They must have strong organizational and interpersonal communication skills, political savvy, and acumen. While Aurrera Health Group does not engage in lobbying, we create and implement public education and key stakeholder outreach campaigns, often working with news media, policy experts, legislators, leaders from the public and private sectors, other consultants and/or lobbyists. Our role is to help our clients navigate at the crossroads of health care policy, politics, and communications.

This position reports to the Director of Strategic Communications.

Responsibilities include but are not limited to:

- Leading and executing event planning, communications, outreach, promotion, and public affairs engagements for principal leaders for the ACEs Aware initiative;
- Supporting the Surgeon General of California on public speaking engagements related to the ACEs Aware initiative;
- Developing working relationship with community leaders, organizations and individuals working to advance the mission of the ACEs Aware initiative;
- Supporting provider and stakeholder engagement activities including producing and executing plans, talking points, presentations, and webinars;
- Producing materials (including graphics), presentations, and other pieces of collateral as needed;
- Advising Aurrera Health Group leadership on effective promotion and communications strategies, in collaboration with the Director of Communications;
- Developing written plan for activities and/or issues of importance to the initiative;
- Working with Communications staff on items for e-newsletter, press releases and other communications.
- Supervising junior staff

Location

Aurrera Health Group's main office is in Sacramento, California; with an additional office located in Minneapolis, Minnesota, however our team is working remotely until further notice due to the COVID-19 public health emergency. Occasional travel will be required; particularly if the applicant is not a resident of California.

Required Qualifications

Must have:

- At least six years of experience in communications, journalism, policy, politics, public affairs, marketing or a related field;
- Bachelor's or Master's (preferred) degree in communications, journalism, public affairs, political science, public policy or a related field;
- Excellent oral communication skills;
- Strong research and persuasive writing skills;
- Demonstrated experience developing and managing media outreach campaigns;
- Ability to work with minimal supervision and anticipate firm and client needs, being able to recommend and implement responses;
- Effective project management skills including strong work ethic, attention to detail, time management, ability to prioritize, critical thinking, problem solving, adaptability, willingness to learn, and a proactive work style;
- Solid understanding of health care policy, Medi-Cal, and the ACEs Aware initiative;
- An interest in policy and politics; and
- A commitment to making health care affordable and accessible by improving access to health coverage, quality of care, and promoting positive change to the health care system.

Must be:

- A quick study;
- Highly reliable and able to manage multiple assignments of various duration and shifting priorities;
- Able to develop and maintain relationships with various stakeholders, including representatives from federal, state, and local government, hospital and health systems, advocacy organizations, health plans, providers, and consumer groups; and
- A team player, having a positive attitude with the ability to work independently and a willingness to help others.

Additional beneficial relevant experience includes:

- Experience in a health care policy and communications capacity;
- Proficiency in Adobe Creative Suite;
- Experience in building and managing events;
- Knowledge of Medicaid policy issues and understanding of government programs;
- Experience managing multiple projects, working with senior management and junior staff.

Compensation

- Competitive salary commensurate with experience
- Comprehensive benefit package and 401(k)

To Apply

Please submit the following documents to careers@aurrerahealth.com with the subject line “Deputy Director – Communications”:

- In lieu of a cover letter, in 250 words or less, please submit a statement on why you care about improving access to health care and improving the health care delivery system
- Resume
- Three professional references with phone numbers and email addresses that are willing to be contacted