

## **CANADIAN HEALTHCARE ASSOCIATION**

### **JOB DESCRIPTION**

**POSITION/TITLE:** Director, Policy and Communications

**DEPARTMENT:** Policy and Communications

**REPORTS TO:** President and CEO, Canadian Healthcare Association

### **DUTIES & RESPONSIBILITIES**

A member of the CHA team, the Director, Policy and Communications promotes the organization's mission, values and goals and contributes to the operations of CHA in accordance with the Association's strategic directions and policies as determined by the Board of Directors. Reporting to the President and CEO, the Director, Policy and Communications establishes the goals of the policy and communications department, analyzes the needs of the department, establishes priorities and directs departmental activities in order to develop policy position documents that define and meet the health system challenges within the strategic directions of the Board of Directors. This individual will also plan, coordinate, and direct all activities related to the implementation of the Government Relations and Communications strategies. This individual will collaborate directly with the executive management team and decision makers in other departments. The Director, Policy and Communications is one of the signing officers of the Association.

#### **Planning**

- Participates in strategic and operational governance processes of the business organization as a member of the senior management team.
- Identifies departmental goals and develops annual work plan.
- Contributes to inter-association work groups for projects on key issues in support of the Board Strategic Plan.

#### **Financial Control**

- Prepares the department budget, reviews monthly financial reports, reviews and approves purchase requisitions, contracts, invoices.

#### **Policy Research and Development**

- Analyzes, synthesizes and evaluates research related to the health system in order to develop policy positions.
- Reviews documents for the organization as well as provides support to the policy analysts with regard to these functions.
- Researches, drafts and oversees the writing of reports, background papers, correspondence and information memoranda in response to Board requests or in preparation for meetings
- Conducts research on emerging issues/hot topics as well as priorities identified by the Board of Directors.
- Conducts research for both content and delivery modes (including roundtables, discussion groups) of policy papers. Research and development tools may include surveys, focus groups, meetings, attendance at related conferences, newspaper and literature reviews.

- Initiates or follows up on Board or staff recommendations for new ventures or collaborations in order to achieve the strategic directions of the Board. This includes collaboration with other CHA departments and external organizations.
- Monitors and analyzes international developments in healthcare.
- Participates in internal and external meetings and activities, bringing CHA's policy perspective to discussions.
- Manages specific projects and files as needed.

### **Advocacy**

- Promotes CHA policy position statements and briefs through various strategies such as media (print, electronic), Internet, meetings, etc
- Develops links and working relationships with peers, appropriate federal government departmental and political staff, and colleagues in healthcare organizations, academic and health partners (e.g. Health Canada, University of Toronto, Veterans Affairs Canada) as well as non health related coalitions with similar organizational priorities.
- Seeks endorsement and recognition of policy positions from sister associations, and sector leaders.
- Seeks sponsors for possible policy roundtables.

### **Communications**

- Reviews current trends in the communications function and provides direction and support to the Communications Specialist with regard to these functions.
- Approves content, edition and graphics content of communication materials such as website, brochures, conference materials, and print ads.

### **Department administration and support**

- Establishes and communicates departmental policies and procedures.
- Writes general memos.
- Leads regular staff meetings and meets with staff as needed to discuss matters related to projects, policy position papers, and external scans.

### **Program leadership**

- Provides leadership on policy position statements and briefs.
- Hires external subject matter experts as required.
- Provides leadership for policy development, and government relations.
- Ensures that all policy statements and briefs meet the objectives/policy direction of the Board.

### **External Communications and Representation**

- Represents CHA at meetings related to federal government legislation/regulations, federal policy changes, and other aspects as required.
- Establishes and maintains relationships with key health policy influencers and related organizations.
- Reports on policy at CHA Board of Directors meetings and provides an environmental scan.
- Participates in joint projects.
- Establishes and maintains effective relations with the Board members (as required) and member organizations, governments, and other groups at national levels;
- Participates in external policy advisory committees and conference program advisory committees.

**Human resource management**

- Recruits and hires staff in the policy and communication department,
- Prepares job descriptions,
- Conduct performance reviews,
- Conducts department meetings, and coaches professional and administrative staff.
- Provides direction and supervises contract staff.

**Other related duties as required****Essential skills/knowledge/experience**

- Research, analytical and writing skills equivalent to a post graduate degree.
- Sound judgment, strong critical analysis, problem solving, planning, decision making, leadership skills.
- Minimum of five years professional practice in policy development or health services delivery (hospital, home care, long term care, public health, etc.)
- Minimum of two years in a senior supervisory / management role (ability to manage professionally trained staff)
- Demonstrated experience with board governed organizations and with not-for-profit and/or charitable organizations, particularly within a health environment
- Experience managing self-directed teams
- Excellent research and writing skills
- Superior writing ability in English
- Ability to communicate effectively with individuals holding different viewpoints
- Ability to grasp and synthesize effectively and efficiently a broad range of concepts (including abstract and complex), information and issues related to healthcare policy
- Strong initiative
- Excellent organization skills, with ability to manage multiple projects/priorities simultaneously
- Knowledge of healthcare, business and management environments
- Ability to work independently and provide leadership in a team environment
- Excellent interpersonal skills demonstrating cultural sensitivity and a proven ability to develop working relationships and establish high credibility with staff, peers and superiors, partners, government departmental and political staff, and colleagues in sister organizations.
- Ability to respond quickly to emerging issues and meet deadlines.
- Computer literacy / word-processing skills
- Ability to travel in support of CHA work
- Ability to speak and read French

**Educational/Professional Requirements**

Masters degree in Health Administration, Public Administration, Humanities, History or equivalent.

**Date reviewed:** October, 2010