

Vice President of Communications

The Virginia Hospital & Healthcare Association (VHHA) is seeking an experienced and strategic communications executive to serve as Vice President of Communications. This senior leadership role sets the strategic direction for VHHA's internal and external communications, reputation, media relations, public engagement, and digital presence.

The Vice President serves as a trusted advisor to the President and CEO, senior leadership, and the Board of Directors and works across the Association to align communications with VHHA's advocacy objectives, organizational priorities, and member engagement efforts. The position leads strategic and crisis communications, public opinion research, earned and paid media strategy, and stakeholder engagement and serves as VHHA's primary spokesperson for media relations.

Salary Range: \$149,100 - \$197,600

Actual starting pay will be determined based on relevant experience, education, skills, internal equity, current market conditions, organizational compensation practices, and business needs.

Essential Functions

- Serve as VHHA's primary spokesperson and engage key media outlets and journalists on issues important to Virginia hospitals and health systems.
- Build and maintain senior-level relationships with hospital and health system communications leaders, VHHA Board members, media representatives, and other healthcare leaders.
- Advise the President and CEO, senior leadership, and the Board on messaging, media engagement, reputation management, and crisis communications.
- Develop and lead an integrated communications strategy aligned with VHHA's strategic priorities, advocacy objectives, and member engagement efforts.
- Identify emerging issues, narrative shifts, and policy conversations and recommend timely communications strategies in partnership with VHHA's Advocacy team and other organizational leaders.
- Establish strategic direction and quality standards for VHHA publications, newsletters, news products, digital content, podcasts, videos, and other communications.
- Direct VHHA's website, digital, and social media strategies to ensure consistent branding, messaging, and audience engagement.
- Guide the development of timely communications and social content related to policy announcements, legislative activity, media coverage, and other emerging developments.
- Provide communications counsel to VHHA leaders and subject matter experts, including support for building an effective and authentic digital presence.
- Develop annual communications plans, establish departmental priorities, and direct creative content initiatives.
- Lead communications strategies for public events and paid and earned media engagement.
- Select and manage external vendors and agency partners to expand departmental capacity and ensure quality, timeliness, and cost-effectiveness.
- Champion responsible, AI-enabled communications workflows that improve efficiency while maintaining appropriate quality controls and alignment with VHHA standards.
- Lead, develop, and hold accountable a communications team responsible for advancing departmental and organizational goals.

- Develop and manage the department's budget and resources.
- Establish measures of communications effectiveness, use data and analytics to refine VHHA's communications strategies, and report results to executive leadership and the Board.

What We're Looking For

VHHA is seeking a strategic, collaborative, and results-oriented communications leader with advanced expertise in strategic communications, public affairs, media relations, reputation and issues management, crisis communications, and stakeholder engagement. The successful candidate will have experience advising senior executives and Boards, leading communications teams, managing budgets and external partners, and developing integrated communications strategies that support complex organizational and advocacy priorities.

The ideal candidate will be an exceptional writer and communicator who exercises sound judgment in high-pressure situations and can translate complex healthcare and public policy issues into clear, compelling messages. The individual must be comfortable operating in a dynamic, collaborative environment with shifting priorities and a high degree of ambiguity.

Required Qualifications

- Bachelor's degree in communications, public relations, journalism, marketing, political science, business, or a related field.
- Ten to fifteen years of progressively responsible experience in communications, public relations, journalism, media relations, public affairs, or a related discipline.
- Demonstrated senior-level leadership and staff-supervision experience.
- Experience developing and executing strategic communications, media relations, and crisis communications.
- Experience advising senior executives on communications and reputation matters.
- Strong writing and editing skills across a variety of formats, audiences, and voices.
- Experience leading social and digital content strategy through a team, including editorial planning, publishing, community management, and performance analysis.

Preferred Qualifications

- Master's degree in communications, marketing, public relations, journalism, political science, business, or a related discipline.
- Established relationships with mainstream Virginia media, healthcare trade media, and national media outlets and journalists.
- Experience serving as an on-the-record and on-camera spokesperson.
- Familiarity with digital communications, content-management, media-monitoring, social analytics, SEO, web analytics, and email-marketing tools.
- Experience leading the adoption of AI tools and workflow automation within appropriate organizational standards.
- Experience managing a departmental budget and external agency or vendor relationships.
- Experience with public opinion research and polling.
- Knowledge of hospital and healthcare issues, statutory and regulatory policy matters, and state and federal government structures and processes.

Position Details

This is a full-time, exempt, office-based position. Regular work hours are Monday through Friday, 8:30 a.m. to 5:00 p.m. Occasional overtime, weekend work, and travel are required. Most work-related travel consists of day trips, although some multi-day events and overnight travel may be necessary.

VHHA offers a competitive benefits package and incentive plan opportunity.

How to Apply: Interested candidates should submit a cover letter and resume to recruiting@vhha.com.

Equal Opportunity Employer

VHHA is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, sex, national origin, age, disability, marital status, military service or veteran status, sexual orientation, gender identity, genetic information, pregnancy, childbirth, or related medical conditions, including lactation, political affiliation, or other basis prohibited by federal or state law relating to discrimination in employment.

It is the policy of VHHA to provide a drug-free workplace in keeping with the spirit and intent of the Drug Free Workplace Act of 1988. VHHA prohibits the manufacture, sale, distribution, dispensation, possession, or use of alcohol, controlled substances, or marijuana on VHHA premises or while conducting VHHA business on or off VHHA premises.