

Senior Communications Specialist

*Voted one of **Modern Healthcare's Best Places to Work** in Healthcare for 2019!*

NCCPA History & Mission

Established as a not-for-profit organization in 1975, the National Commission on Certification of Physician Assistants (NCCPA) has certified over 131,000 physician assistants (PA) in the United States. As the only certifying agency for PAs in the U.S., NCCPA (www.nccpa.net) is dedicated to serving the interest of the public by providing certification and recertification programs that provide confidence in certified PAs who provide millions of patients with access to affordable, high quality care. As the physician assistant profession continues to grow, so does our need to add to our highly qualified dedicated team at NCCPA.

In tandem with the Senior Director of Communications, the Senior Communications Specialist assists with the development and execution of creative and strategic communication initiatives to promote NCCPA's overall communication goals.

Responsibilities

- Work closely with the Senior Director of Communications to develop and implement a proactive and comprehensive communications strategy that supports NCCPA's strategic goals.
- Partner closely with assigned business units to identify communications needs and translate them into strategic, executable communications plans.
- Provide communications expertise, support, consultation and guidance to assigned business units.
- Ensure that communications align with organizational branding and style guidelines.
- Effectively collaborates with communications team counterparts on department initiatives
- Develop clear and concise written communications including, but not limited to: press releases, newsletters, web articles, fact sheets, award nominations, scripts and speeches.
- Utilize current communications vehicles and recommends emerging vehicles to better reach targeted audiences.
- Help coordinate responses to media inquiries, while working closely with the public relations agency to develop and enhance media relationships on behalf of NCCPA.
- Proactively identify issues that may impact the organization's reputation and help to develop communication plans to mitigate situations.
- Contribute to managing relationship with public relations agency, monitoring press coverage and analyzing reports.
- Participate in emergency and crisis communications preparedness and execution.
- Regularly analyze key stakeholder groups and ensures a segmented communications approach.
- Participate in data-driven analysis of communications effectiveness and adapt/respond to findings as necessary.

Competencies

- Communication
- Decision Making/Judgement
- Interpersonal Skills
- Organizational Savvy
- Results Focus

Position Type/Expected Hours of Work

This is a full-time position. Days and hours of work are Monday through Friday, 8:30 a.m. to 5:00 p.m. This position can occasionally require long hours, and travel including some weekends.

Requirements

- Bachelor's degree in Communication, Journalism or a related field.
- 7+ years' experience in a Corporate Communications department or in an agency.
- Superb writing and grammar skills.
- Excellent editing, research and verbal communications skills with demonstrated ability to write on a variety of complex topics.
- Experience building communication plans that consider the nuances of different audiences.
- Knowledge and application of Associated Press (AP) Style.
- Experience managing multiple projects simultaneously.
- Demonstrated business acumen and integrated thinking.

Additional, Preferred Education and Experience

- Experience with Poppulo is a plus.
- Experience in health care communications is a plus.

Core Benefits:

- Group medical, dental, and vision coverage for employees and their dependents
- 100% NCCPA funded Health Reimbursement Account (HRA)
- Optional Flexible Spending Account (FSA) and Dependent Care FSA (DCFSA) available
- 24/7 EAP services
- 24/7 Telehealth

Additional Benefits Sponsored by NCCPA:

- Short and long-term disability insurance
- Basic Life Insurance
- AD&D insurance

Voluntary Benefits

- Legal Aid Insurance
- Cancer and Accident Insurance
- Basic Life and AD&D Insurance for spouse and/or dependents

Retirement Planning

- 401(k) with 100% matching
- Discretionary profit sharing

Work Life Balance

- PTO starting at 19 days per year, after five years of service it jumps to 25 days, and after 10 years it jumps to 30 days
- 11 paid holidays to start per year
- Flex Time and Telecommuting available
- Health Club Reimbursement for employees and their families, up to \$1,000 per calendar year
- Paid volunteer time

Education & Training

- Educational Reimbursement up to \$5,250 per calendar year
- Training and Professional Development Reimbursement

NCCPA is an Equal Opportunity Employer.