

Communications Director

Salary range \$125,000.00 to 140,000.00

The Communication Director is responsible for shaping the public image of the Arkansas Health Insurance Marketplace (ARHIM) and directing its interaction with the public, media, and elected representatives to ensure its responsiveness and accessibility. The Communication Director works to fulfill the ARHIM's commitment to outreach and public education about the ARHIM's new health insurance programs and the historic Patient Protection and Affordable Care Act of 2010 (ACA). The Communication Director will report to the AHIM Executive Director.

RESPONSIBILITIES:

1. Build on existing Outreach and Education models to develop and implement ARHIM public education campaigns to ensure that the public, business, the media and state departments, agencies and authorities are informed and knowledgeable of the benefits and requirements of the state's landmark health care reform law.
2. Build on existing Outreach and Education models to develop corporate and civic partnerships to support public education around health reform and tie those partnerships to a coordinated and comprehensive outreach strategy. Include members of the advocacy and business communities in the partnership development strategy.
3. Work with other state agencies and divisions to build a cooperative and coordinated effort around public education and outreach.
4. Manage a robust media relations program, focusing on proactive as well as reactive media inactions. Develop strategic media relations campaigns to highlight the benefits of the state's health reform law as it impacts citizens.
5. Develop and articulate the ARHIM's mission statement and communicate its value proposition to the public. Develop broad based messaging that supports the work of the ARHIM on numerous fronts.
6. Build on existing Outreach and Education models to develop and implement an ongoing outreach program with local, state and federal elected officials to coordinate necessary legislative changes and ensure that legislator's needs for information and constituent service are met on a consistent and continuous basis. Communicate the ARHIM's progress as well as its need for support to elected officials on the local, state and national level.
7. Manage the day to day calls and requests from legislators' offices concerning constituent and other issues.
8. Build on existing Outreach and Education models to develop and oversee the ARHIM's advertising campaign, including a thorough procurement process to choose a strategic communications/advertising partner. Work with this firm on consumer research, message development, creative development and

placement to 1. Educate and inform state citizens 2. Build the ARHIM's brand attributes 3. Build awareness of the ARHIM and the health coverage options it offers to citizens. 4. Build and maintain support for continued state health reform.

9. Serve as counsel to the executive director in external relations with numerous community-based constituencies.