

Job Description

Director of Operations

The Director of Operations is responsible for planning, directing and managing LVBCH's daily operational activities including activities related to marketing, communications and resource planning in accordance with the organization's annual budget and operational plans. The Director of Operations works closely with the President, Business Manager, and other staff to make certain that Coalition activity runs smoothly, on time, and on budget. This is a full-time position reporting to the President, LVBCH.

Major Areas of Responsibility:

1. Assist the president in the development and implementation of a communications plan and strategy to support LVBCH's vision, mission and goals.
2. Responsible for content, graphic design and distribution of LVBCH publications, advertisements, reports and marketing collateral including annual reports, newsletters, brochures, health plan score cards, factsheets, diabetes reports, and other member correspondence.
3. Develop and publish promotional materials (i.e., invitations, agendas, advertisements, handouts, and brochures) for LVBCH educational events including annual conferences, employer forums and roundtables, and broker events.
4. Establish and maintain a consistent corporate image throughout all promotional materials, reports and communications.
5. Manage the content and design of the LVBCH website and LinkedIn company page.
6. Develop and maintain a detailed segmented membership list and enrollment tracking system to facilitate communications with members and prospects.
7. Represent and actively promote LVBCH at industry trade shows and conferences, charity events and other sponsorships opportunities.
8. Represent and communicate the value of LVBCH to members, prospective employers, outside agencies and healthcare organizations via the development of slide presentations and other mediums.
9. Develop and distribute press releases which highlight LVBCH activities, events and accomplishments to increase awareness of the Coalition's activities and initiatives.
10. Actively support the promotion of hospital quality and patient safety by performing all required Leapfrog regional leader duties.
11. Create and manage an LVBCH annual planning calendar of meetings, events and outside commitments.
12. Coordinate and manage activities and initiatives with other LVBCH staff members to help LVBCH achieve or exceed new membership and retention goals.
13. Other duties as assigned.

Requirements

1. Bachelor's degree or equivalent combination of education and experience
2. 5+ years of related work experience in account management, sales, marketing, communications or business management
3. A basic understanding of healthcare and health insurance markets
4. Excellent oral, written and interpersonal communication skills
5. Proven ability to work independently and in a team environment
6. Strong planning, problem solving-solving, time management, organizational and prioritization skills

7. Strong computer skills with demonstrated proficiency in Word, Excel, PowerPoint and Outlook
8. Ability to learn and effectively use email marketing software and survey tools (i.e., Constant Contact, Survey Monkey, etc.) to facilitate communications with LVBCH membership, partners and prospects