



Director of Communications

Reports to: Vice President, Legislative Affairs

Location: Charleston, WV (Hybrid)

Employment Status: Full time, benefits eligible

Position Description:

The West Virginia Hospital Association is a non-profit association representing West Virginia hospital and health systems. The Association was formed to advance a strong, sustainable healthcare system that improves the health status of West Virginians while supporting the economic stability of the state.

Job Summary:

The West Virginia Hospital Association has an opportunity for a Director of Communications to develop and execute communication strategies to effectively convey the story, value and community impact of member hospitals. Audiences include policymakers, stakeholders, and WVHA members. The director serves as a key communications advisor to WVHA leadership and collaborates closely with member hospitals, media organizations, advocacy partners, and internal staff to support the association's legislative, advocacy, grassroots and public relations efforts.

Responsibilities:

- Develop and lead communications and PR strategies supporting WVHA's mission, advocacy, and member hospitals
- Oversee brand identity, ensuring consistent messaging, tone and visual standards across all platforms
- Direct media campaigns across TV, radio, print, digital, and social media
- Build and manage relationships with media and external partners to increase visibility
- Serve as primary media contact; coordinate responses with executive leadership
- Draft and manage distribution of press releases, statements, op-eds, and advocacy materials
- Oversee production and distribution of member communications (e.g., Weekly wire, Daily NewsScan, bulletins)
- Evaluate communications effectiveness through audits and engagement analysis
- Facilitate collaboration with member hospital PR/marketing teams
- Oversee WVHA website strategy, content, and performance in coordination with IT and creative teams
- Implement emerging digital tools and strategies to enhance engagement
- Support grassroots advocacy efforts, campaigns, and legislative initiatives
- Coordinate legislative committee meetings, materials, and logistics

- Support political advocacy activities, including HOSPAC communications and reporting
- Ensure compliance with lobbying and ethics reporting requirements
- Assist with policy development and legislative tracking
- Provide general administrative support, including call handling and office tasks
- Perform additional duties as assigned

Knowledge, Skills and Abilities:

- Excellent written and verbal communication skills.
- Bachelor's degree in communications or equivalent/related degree
- 3-5 years of responsible experience in communications, public relations, media relations, advocacy, or related field strongly preferred
- Experience in grassroots advocacy initiatives, healthcare communications, or association management is beneficial
- Strong organizational, time-management, and decision-making abilities.
- Ability to work independently and collaboratively as part of a team.
- Proficiency in computer programs, including Microsoft Office (Word, Excel, Access, PowerPoint)
- Ability to be dynamic, detail-oriented, multi-task, and re-prioritize in a fast-paced environment.
- Strong problem-solving skills.
- Skill and ability in providing customer service at an excellent level to internal and external customers and partners.

Work Environment:

- This position operates in a professional office environment with a hybrid work arrangement based in Charleston, WV. Occasional travel or attendance at in-person meetings or training may be required.

To apply please send a cover letter and resume to resume@wvha.org. If you have any questions, please contact Katie Blackwell at 304-353-9724 or kblackwell@wvha.org.