

Chief Communications Officer Local Government Health Insurance Board

JOB INFORMATION

This is a permanent, full-time position for the Local Government Health Insurance Board, a state agency located in Montgomery, Alabama that administers a group health insurance program covering local governmental entities throughout the state. This is an executive level position responsible for developing and executing the organization's communications and marketing strategy. The CCO oversees all internal and external communications, member and employer unit education, stakeholder engagement, public affairs, crisis communications and brand management.

MINIMUM REQUIREMENT

- Post graduate degree and at least eight years of experience, which must include four years of strategic planning and management experience, in a health care services organization, insurance organization, large employer health plan, or comparable experience.

OR

- Bachelor's degree from an accredited four-year college or university in Health Services Administration, Communications, Marketing, Business Administration, Hospital Administration, Public Health, Business Administration, or closely related field; and at least ten years of experience, which must include four years of strategic planning and management experience, in a health care services organization, insurance organization, large employer health plan, large employer, or comparable experience.

JOB DUTIES AND RESPONSIBILITIES

- Create and implement a comprehensive communications strategy that aligns with organizational goals, enhances stakeholder understanding of health benefits and programs, and strengthens organizational reputation
- Direct all communications related to health plan benefits, enrollment, eligibility, wellness program, plan changes, regulatory updates, and education of members and employer units
- Coordinate communication and marketing supporting interactions with members, employer units, the Alabama City/County Management Association, the Alabama League of Municipalities and the Association of County Commissions of Alabama.
- Provide strategic communications counsel to the CEO and executive leadership team regarding organizational messaging, stakeholder engagement, and reputation management.
- Develop and maintain relationships with media organizations, oversee press releases, media statements, interviews, public announcements, and responses to media inquiries.
- Develop and execute crisis communication plans addressing operational disruptions, cybersecurity incidents, public health emergencies, benefit changes and other issues affecting members and employer units.
- Ensure members and employer units receive timely and consistent information regarding organizational priorities, strategic initiatives, operational changes, benefits programs, and workplace culture initiatives.

- Oversee organizational websites, social media platforms, digital campaigns, publications, branding standards, and content development to maintain a consistent and trusted public presence.
- Establish performance metrics, conduct stakeholder research and surveys, analyze engagement data and recommend improvements to communications strategies and outreach programs.
- Leads and directs all communications, public affairs, marketing, member education, content development, and digital communications staff, in the accomplishment of departmental objectives and establishes departmental goals, budgets, performance standards and professional development programs.
- Performance of special projects, as assigned by the CEO

The Local Government Health Insurance Board is an Equal Opportunity Employer.

Local Government Insurance Board Policy on Accepting College Coursework, Post-Secondary and Advanced Degrees

1. Specific college coursework required for a job, as well as Bachelor's, graduate, postgraduate, and doctoral degrees will be accepted from the schools accredited by any of the six regional accreditation associations in the United States:

- Southern Association of Colleges and Schools (SACS)
- Middle States Association of Colleges and Schools (MSA)
- Northwest Commission on Colleges and Universities (NWCCU)
- North Central Association of Colleges and Schools – The Higher Learning Commission (NCA-HLC)
- New England Association of Schools and Colleges – Commission on Institutions of Higher Education (NEASCCIHE)
- Western Association of Schools and Colleges – Accrediting Commission for Senior Colleges and Universities (WASC-ACSCU)

2. Coursework or degrees from schools that have not been accredited by a regional accreditation association will be accepted if a regionally accredited school considers the coursework or degree to be an acceptable prerequisite for admission to an advanced degree program.

Note: This policy is subject to change.