

Director of Clinical Communication and Engagement
Local Government Health Insurance Board
Job Description

JOB INFORMATION

This is a permanent, full-time position with the Local Government Health Insurance Board, a state agency located in Montgomery, Alabama that administers a group health insurance program covering local government entities throughout the state. This professional and administrative work serves as the strategic bridge between clinical programs, member communications, wellness initiatives, plan administration, and data analytics. This position collaborates across clinical, customer service, communications, information technology, and operations teams to ensure members and participating units receive effective education, support, and access to healthcare resources while leveraging data to drive continuous improvement. The role requires a unique combination of clinical expertise, communication skills and data analytics.

MINIMUM REQUIREMENT

- Post graduate degree from an accredited four-year college or university, with a bachelor's degree in Nursing or a bachelor's degree in Nursing and acceptable certifications, and at least six years of experience in a health care services organization, insurance organization or large employer health plan.

OR

- Bachelor's degree from an accredited four-year college or university in Nursing and eight years of experience in health care in a health care services organization, insurance organization or large employer health plan.
- Some travel required.

CORE COMPETENCIES REQUIRED

- Clinical and Healthcare Knowledge
- Exceptional Communication Skills
- Data Analysis and Decision-Making
- Member-centered Focus
- Presentation and Facilitation Skills
- Relationship Management

JOB DUTIES AND RESPONSIBILITIES

- Develop and implement member engagement strategies that increase awareness, understanding, and utilization of health plan benefits, wellness programs, and preventative care resources.
- Develop member-facing educational materials and campaigns that simplify complex healthcare and benefit information.
- Assist in the promotion of wellness, preventative care, and population health initiatives that encourage healthy behaviors and improve member engagement.
- Analyze member feedback, satisfaction surveys, and service trends to identify opportunities to enhance the member experience.
- Assist in developing communication programs that help members understand plan benefits and available health resources.

- Monitor and analyze member engagement, communication effectiveness, and utilization trends to assist the Chief Communications Officer in strategic decisions.
- Partner with clinical, operations, IT, and plan administration teams to ensure consistent messaging and a seamless member experience.
- Support employer groups and stakeholders through educational programs, presentations, and communication initiatives related to plan benefits and wellness programs.
- Ensure clinical communications are clear, accessible and aligned with health literacy best practices to improve member understanding and engagement.
- Other duties as assigned by the Chief Communications Officer or Chief Executive Officer.

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

Local Government Health 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.