

ARKANSAS HEALTH INSURANCE MARKETPLACE
Communications Specialist
JOB DESCRIPTION

The Arkansas Health Insurance Marketplace (AHIM) was created to manage and implement a state-based health insurance exchange in Arkansas in accordance with state and federal law. AHIM was established by the 89th Arkansas General Assembly 2013 Regular Session by ACT 1500 and is a nonprofit public benefit corporation.

Position Title: Communications Specialist

Reports To: Director of Marketing and Communications

Position Summary:

In conjunction with the Director of Marketing and Communications, the Communications Specialist is responsible for implementing the policy standards and overarching design of the marketplace in addition to implementing its interaction with the public, media, and elected representatives to ensure its responsiveness and accessibility. The position works to fulfill the marketplace's commitment to providing information, education and technical assistance about the marketplace's new health insurance programs and the Patient Protection and Affordable Care Act of 2010 (ACA).

Duties:

- Work with Director of Marketing and Communications to develop and implement broad-based 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.
- Develop and articulate the Marketplace's mission statement and communicate its value proposition to the public.
- Work with Director of Marketing and Communications to develop and implement an ongoing education program with local, state and federal elected officials to coordinate necessary legislative changes and ensure that legislator's needs for information and constituent services are met on a consistent and continuous basis.
- Serve as primary point of contact for all media.
- Filter media interview requests to determine appropriate course of action; respond to requests and prepare AHIM staff for interview.
- Track media requests.
- Notify media of public meetings.
- Prepare and distribute AHIM Board Communication.
- Establish social media policy consistent with overall marketing and communications policies and strategy.
- Design and execute a social media outreach campaign.
- Make adjustments and additions to the AHIM website.

- Provide tactical support of communications initiatives and events including meeting logistics, distribution list management, department calendar management, videos, PowerPoint presentations and coordination of initiatives with other locations.
- Research concepts, means and tools of communication and engagement, along with guidance for their use.
- Create presentations, communication plans and other materials as required.
- Other duties as assigned

Qualifications and Educational Requirements:

- Bachelor's degree in communications, political science or related field, master's degree preferred.
- 2-3 years of experience in an advertising, promotions and public relations work in any industry is an advantage
- Experience in implementing strategic communications programs and/or policy analysis and regulatory work.
- Knowledge of healthcare field required and experience in healthcare policy or health insurance preferred, but not necessary.
- Must work well within a team and within a demanding, often-public environment. Ability to work on tight deadlines.
- Knowledge of media production, communication and dissemination techniques and methods.
- Excellent judgment, the ability to communicate openly among colleagues at all levels, a "hands-on" approach, and the ability to think strategically and produce strong results.
- Must be comfortable and effective in making public presentations.
- Must have strong analytical, writing, and negotiation skills.
- Demonstrated maturity and capacity to navigate a complex structure and respond to shifting and fluid priorities.