Job Description for

Director
Advocacy
Exempt

Reporting Structure

The Director, Advocacy reports to the Senior Director for Advocacy.

Qualifications

Bachelors’ degree or equivalent experience with 5+ years prior non-profit association experience with a supervisory role required. Advanced degree(s) in health, public policy, business, or law preferred. Prior lobbying experience in federal and/or state legislative arenas and a strong understanding of political action committee fundraising required. A thorough understanding of physician reimbursement policies and healthcare policymaking (both regulatory and legislative) strongly preferred. Must be able to coordinate well-written, concise advocacy communications to membership in a fast-paced environment. Professional demeanor and strong editorial skills required, with the ability to convey complex concepts clearly, both orally and written. Must be detail-oriented with strong interpersonal skills and a team player. Familiarity with computer applications, including advocacy-related software and PowerPoint, preferred. Evening conference calls and some travel are required.

Key Responsibilities

• Provide leadership and strategic direction to Advocacy business unit staff.
• Work closely with the Executive Vice President/CEO, Boards of Directors, Board of Governors, members of the Physician Payment Policy Workgroup, AAO-HNS American Medical Association Delegation, ENT PAC Board of Advisors, and general membership, and work with these groups to develop AAO-HNS policy and strategy.
• Actively promote and supervise AAO-HNS federal legislative, state legislative, regulatory, political, and grassroots programs and identify opportunities and strategies to advance and communicate the Academy’s priorities and policies.
• Enhance relationships and the specialty’s visibility with other healthcare entities, both national and state, and identify coalition opportunities.
• Provide leadership and direction to business unit staff, including hiring and training, recommendations, and performance management and reviews.
• Analyze internal processes and recommend and implement procedural or policy changes to improve operations.
• Under the guidance of the Senior Director, Advocacy, ensure the Academy’s objectives and business strategies are translated into the business unit’s operational plans.
• Maintain a collaborative, cross-functional, team-oriented approach with other business units and demonstrate leadership across all staff.

Specific Duties

• Monitor state and federal legislative, regulatory, and political developments, contributing to the AAO-HNS position and formal response.
• Ensure timely and informative communications to AAO-HNS members regarding the Academy’s advocacy activities, including messages via email, social media outlets, the AAO-HNS website, online newsletters, and written publications.
• Represent the AAO-HNS at selected meetings and conferences.
• Track federal and state regulatory activity impacting the specialty, appropriately inform and engage our physician leaders, and draft and submit comments on behalf of the AAO-HNS when necessary.
• Enhance relationships with federal and state lawmakers and regulatory agencies.
• Coordinate the business unit’s presence at the AAO-HNSF Annual Meeting & OTO Experience.
• Collaborate with other business units regarding the advocacy component of the Academy’s Spring Leadership Forum.
• Serve as staff liaison for assigned AAO-HNSF committee(s).
• Ensure accurate preparation and timely filing of FEC and assigned Lobbying Disclosure reports.
• Collaborate with the Senior Director, Advocacy, on the development of the business unit’s budget, reviewing monthly statements to ensure financials are in line with projections and revenue/expenses are accurately coded.
• With assistance from the Advocacy business unit’s Senior Managers, oversee content development for the Academy’s website, the Bulletin, the OTONews and other communications regarding federal legislative, state legislative, regulatory, political, and grassroots programs.
• Consistently demonstrate courteous, cooperative, and helpful behavior to all contacts, internal and external.
• Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either orally or in writing.