



## Job Description for

*Director  
Advocacy  
Exempt*

### Reporting Structure

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

### Qualifications

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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

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- 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, the Academy's CPT/RUC teams, 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, third-party payer, 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

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- 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, including the American Medical Association's House of Delegates and Surgical Coalition meetings.
- 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, private third-party payers, and industry partners.
- 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, third-party payer, 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.