



# Silver State Health Insurance Exchange

2310 South Carson Street, Suite 2

Carson City, NV 89701

T: 775-687-9939

F: 775-687-9932

[www.nevadahealthlink.com/sshix](http://www.nevadahealthlink.com/sshix)

## **JOB ANNOUNCEMENT: UNCLASSIFIED COMMUNICATIONS OFFICER, SILVER STATE HEALTH INSURANCE EXCHANGE**

**RECRUITMENT OPEN TO:** This position is exempt from the provisions of the State of Nevada classified service. Selection shall be made by, and the incumbent shall serve at the pleasure of the Executive Director.

### **SILVER STATE HEALTH INSURANCE EXCHANGE RESPONSIBILITIES:**

The Silver State Health Insurance Exchange is the state agency that oversees and operates the online health insurance marketplace in the state of Nevada, known as Nevada Health Link. We are often referred to as the "Exchange." There are currently seven Board Members and 26 Staff Members – 23 in Carson City, NV, and three (3) in Henderson, NV.

The Exchange facilitates and connects eligible Nevadans who are not insured by their employer, Medicaid, or Medicare to health insurance options. Individuals can purchase Affordable Care Act (ACA) certified Qualified Health Plans and Qualified Dental Plans through the Exchange and if eligible, receive subsidy assistance to help offset monthly premiums and out-of-pocket costs.

**APPROXIMATE ANNUAL SALARY:** The salary range, depending on qualifications is up to \$83,388 (employer/employee paid retirement). Employee benefits include paid annual leave, sick leave, health insurance, and state retirement benefits. Other optional benefits are available, including a deferred compensation package.

### **BENEFITS:**

The State benefits package includes a retirement system, paid health, vision, dental, life, and disability insurance; 11 paid holidays, and paid sick and annual leave. Other employee-paid benefits such as deferred compensation plans are available.

**POSITION SUMMARY:** The Communications Officer (CO) will manage and direct the public information, multi-media, public hearings, and Exchange communications plans/strategy, policy, law, legislation, and regulation with federal, State and local government, the general public, and stakeholders.

The Communications Officer has a responsibility to integrate communications strategy and plans with Exchange goals and objectives; create communications plans for proposed projects, and generate communications plans that focus on state, federal, or stakeholder relationships. Moreover, this position has a responsibility to develop, coordinate, and direct creative and effective communication strategies and public relations, identify, analyze, interpret and track complex legislation; compile information and background research on proposed legislation both at a state and federal level to then develop educational resources for Nevadans and explain and educate the public about the health insurance coverage options offered by Nevada Health Link. The Communications Officer represents the Exchange in all communications management, serves in the capacity of liaison with government officials and citizen groups in an effort to facilitate the Exchange's position, maintains close contact with industry and special interest groups on current or future projects as it relates to the public health of Nevadans.

This position participates in Exchange activities and is part of the executive staff to serve on ad hoc committees and workgroups as needed, including writing board reports and presenting to the Exchange's executive board, and answering questions from the board as it relates to marketing and outreach. The Communications Officer manages the marketing vendor and provides marketing expertise to ensure that projects are completed by the scheduled date and in accordance with the contract and project specifications and within budget.

The Communications Officer supervises subordinate staff, including hiring, determining workload, delegating assignments, training, monitoring and evaluating performance, and taking disciplinary action if needed. This position responds to statewide media inquiries and works with the executive director to determine a plan of action as it relates to public relations. Along with marketing subcontract vendor, this position has a responsibility to work closely with media partners to ensure the Exchange's message is creating public awareness. This includes educating the media through media interviews, press releases, fact sheets, talking points, and identifying key media to make direct outreach to.

**JOB DUTIES INCLUDE:** Under the general direction of the Chief Operations Officer and the Executive Director, responsibilities include, but are not limited to:

- Manage the marketing and advertising vendor throughout open enrollment and special enrollment campaigns
- Integrate communication strategies with Exchange goals and objectives; create communications plans for proposed projects
- Identify, analyze, interpret and track complex legislation
- Provide feedback to the Exchange Executive Director and Chief Operations Officer, constituencies and legislators
- Prepare testimony and create background materials for Executive Board Members and Meetings
- Promote a positive public image in conjunction with federal, State and local agency programs
- Edit and release official memoranda, reports and correspondence on behalf of the Exchange
- Ensure information is factual, current and accurate
- Create communication plans for proposed projects, and other communications that advance Exchange programs or public policy initiatives
- Generate communication plans that focus on state, federal or stakeholder relationships.
- Represent the Exchange in communications with all management
- Respond to all media inquires and work with executive staff on a plan of action, talking points, or data requests from the media or community groups
- Serve in the capacity of liaison with the Governor's office, legislators, government officials and citizen groups in an effort to facilitate the Exchange's position on pending actions or to resolve issues and concerns
- Maintain close contact with industry and special interest groups on current or future projects to deter possible conflicts
- Strategize, implement, and oversee all outreach-related marketing efforts to educate, build awareness, enroll and create mutually beneficial community partnerships through attendance at statewide community outreach events; attend relevant community networking functions and meetings and cultivate targeted relationships with statewide community organizations

**QUALIFICATIONS/REQUIREMENTS:**

- Bachelor's degree from an accredited college or university in business or public administration, economics, political science, public relations, engineering, communications, journalism, marketing or closely related field; and/or four (4) years of professional experience in public information, public relations including writing media releases and newsletters, preparing presentations, and experience handling social media/media relations for a government agency.
- Experience in planning, programming, coordinating and conducting communications and outreach and five years of progressively responsible experience acting as a liaison with one or more of the following groups: legislators; federal, State and local government officials; or public entities, citizen groups, the media and the general public; for the purpose of promoting organizational goals and/or legislative objectives.

**LOCATION/TRAVEL:** The position is based in Carson City, NV. Periodic travel in-state and out-of-state will be required.

**LETTERS OF INTEREST AND RESUMES WILL BE ACCEPTED UNTIL RECRUITMENT NEEDS ARE SATISFIED.**  
(All letters of interest and resumes will be accepted on a first come, first served basis. Hiring may occur at any time during the recruitment process.)

**TO APPLY:**

Please submit a resume, letter of interest, and three professional references to:

Internal Candidates - <https://hcm20.ns2cloud.com/sf/jobreq?jobId=10264&company=SONHCM20>

External Candidates - <https://nv.jobs2web.com/job-invite/10264/>

Or you may email documents to: [tdavis@exchange.nv.gov](mailto:tdavis@exchange.nv.gov)

*Please feel free to contact Tiffany Davis with questions about the position at [tdavis@exchange.nv.gov](mailto:tdavis@exchange.nv.gov) 775-684-9936.*

*The State of Nevada is committed to Equal Employment Opportunity/Affirmative Action in recruitment of its employees and does not discriminate on the basis of race, color, national origin, religion or belief, age, disability, sex, sexual orientation, gender identity or expression, pregnancy, domestic partnership, genetic information (GINA), or compensation and/or wages.*