

March, 2021

Leadership Profile

Vice President, Government and Community
Affairs



Union Community Health Center
Bronx, NY

The Opportunity

This is an opportunity to oversee, coordinate and effectuate all government, community, and public relations policies and actions as well as all marketing, advertising, print and social media, and special event issues for Union Community Health Center (UCHC) for the purpose of advancing the clinical, financial, regulatory, and primary care mission of UCHC and strengthening community partnerships and overall brand reputation and effectiveness. UCHC is the tenth largest Federally Qualified Health Center (FQHC) in the State of New York.

The Organization

Union Community Health Center is a private, not-for-profit, Federally Qualified Health Center, serving nearly 40,000 individual patients at six locations throughout Bronx, NY. UCHC's mission is to provide comprehensive, culturally competent primary and preventative health care services to improve the health status and decrease health disparities of the medically underserved populations in the Bronx, providing services to all regardless of age, race, ethnicity, sexual orientation, religion, or the ability to pay. The \$45 million UCHC has about 180,000 patient encounters annually and 350 mostly unionized employees. See www.uchcbronx.org.

Grounded in the belief that understanding and addressing the specific cultural, social, and economic conditions that affect patient health is at the core of community wellness, Union UCHC stands on its mission to provide the community with informed, innovative, and outcome-oriented health care services. Operating uninterrupted for over 100 years, the multi-location Center has emerged as one of the largest among FQHCs in New York State by practicing a holistic model of care that reaches far into the community, improving the overall health of entire neighborhoods and populations of the Bronx.

Taking innovative approaches to local problems has always been the gold standard of community health centers, and at UCHC this clinical model is taken one-step further with its expanded model of care that focuses on a total approach to patient health. This integrated health care model includes primary care, behavioral health, and dental care providers designing and delivering care as one unified team for each patient. By effectively treating a patient's co-occurring behavioral health and physical illness during a medical visit, UCHC personnel improve the ability of patients to participate effectively in the management of their physical illnesses, thus leading to improvements in both physical and mental health status. This joint intervention reduces rates of emergency department and hospital inpatient utilization, collectively lowering the overall cost of patient care.

UCHC is committed to being a one-stop resource for specialty care, physical and occupational therapy, as well as an array of support services. The result is the offering of dynamic, sustainable, innovative programs that have positive, financially cost-effective outcomes. UCHC's reputation for excellence and innovation in Community Health Care is evidenced in its achievement of earning the highest level of recognition as a Level 3 Patient Centered Medical Home by the National Committee for Quality Assurance (NCQA) for its provision of comprehensive, quality care. UCHC collaborates with local, state, and federal departments on health policy and delivery and is recognized by the National Association of Community Health Centers as a patient Advocacy Center of Excellence.

Located in a NYC borough burdened by a myriad of health challenges and socioeconomic circumstances that foster poor health outcomes, UCHC has grown to six locations conducting nearly 180,000 patient care visits annually to an active patient caseload of over 37,000 individuals. In Spring 2021, UCHC's new state-of-the-art Mobile Dental Health program will be launched. This exciting initiative will complete UCHC's Mobile Medical fleet, bringing dental and medical care to senior centers, homeless shelters, public housing, Veterans, community-based organizations, and schools, thereby providing medical and oral health to the most vulnerable and isolated residents of the Bronx.

UCHC is also a teaching facility, training medical, dental, nursing, behavioral health, and public health students as part of UCHC's mission to ready the next generation of health care professionals so they understand the complexity of serving low-income, uninsured, disadvantaged, and indigent populations.

The culture of HCHC is one that incorporates cultural and ethnic diversity, acceptance, and inclusion. There is a high level of professionalism throughout the organization, which features accountability and high standards of courtesy, decorum, and punctuality. UCHC's culture is respectful of personal time and personal lives, and stresses proactive, open, and truthful communication as a way of getting things done effectively. [Learn more.](#)

The Position

Reporting to the Chief Executive Officer, the VP, Government and Community Affairs serves as the corporation's primary relationship leader with respect to federal, state, and local elected and appointed officials and government agencies, community boards and stakeholders. S/he is responsible for the public relations marketing and communications, media relations, community outreach, and advocacy. This VP represents UNION at government meetings, events and other community and business functions. S/he conducts all duties in accordance with HRSA regulatory requirements for FQHCs and supervises divisional Managers and Coordinators in pursuit of organizational goals. Specific responsibilities include:

Strategic Planning

- Collaborate with CEO to design, oversee and manage a comprehensive External Affairs strategy to support UCHC's mission and vision on a local, state, and national scale.
- Build and implement an integrated strategic communications plan to advance UCHC's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences including media, key influencers, elected officials, and community members.
- Work collaboratively with CEO, CFO, COO/CNO, CMO and development team to ensure External Affairs activities are well coordinated with and supportive of development priorities.
- Identify challenges and emerging issues faced by the organization.

Government Relations

- Maintain positive relationships with city, state, and federal officials and work with key government officials and other organizations to access government resources and contribute to applications for special government grants.
- Work closely with UCHC's contracted Government Relations firm to strategize, seek advice, support, and government resources. Create agenda for bi-weekly meetings with CEO to address Federal, State and City issues.
- Present recommendations and campaigns to influence policies and regulations that will support the mission of UCHC and its community through a solid understanding of city, state and federal policies and regulations.
- Represent UNION on key community task force projects, networks, boards, and community meetings as assigned or directed by the CEO.

Advocacy/Policy

- Coordinate advocacy efforts with the Community Health Care Association of NYS (CHCANYS) and National Association of Community Health Care Centers (NACHC).

- Represent UCHC and participate in all CHCANYS and NACHC Government, Policy and Advocacy initiatives, while leading cross-organizational project management for advocacy initiatives and campaigns.
- Closely follow politics and healthcare/FQHC policies.

Communications/Media Relations

- Lead and oversee the design and content of organizations website, fundraising portal, online presence and social media Twitter, Facebook, Instagram, You Tube and LinkedIn and monitor analytics, usage, and performance.
- Manage the design, production and fulfillment of publications or other modes of communications for public consumption including print and electronic newsletters, brochures, invitations, etc. Handle copy approval, art/design approval and maintain/manage relationships with multiple design, writing, print and production vendors, art/design approval and maintain/manage relationships with multiple design, writing, print and production vendors.
- Ensure consistency, appropriateness, and quality of messaging and design of all materials developed in accordance with UCHC design principles and branding guidelines.
- Spearhead public relations efforts, including the development of press releases, pitches, and media advisories, as well as proofreading presentations and speeches.
- Work with other members of the leadership team and staff to recognize internal and external communication opportunities and solutions while defining and executing appropriate strategies to support them.
- Work closely with the development team to create motivational messaging and materials for diverse target audiences and help drive philanthropic support.
- Serve as communications counselor to UCHC leadership and staff.
- Develop and assist with preparation of presentations and strategies with the executive and programmatic staff where appropriate.
- Maintain and updates the media database, media clip reports and department reports.
- Maintain archive of all outreach materials vendors, art/design approval and maintain/manage relationships with multiple design, writing, print and production vendors.
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Community Relations

- Consistently focus on promoting and expanding the reach and impact of the organization's programs in the community.
- Develop and promote collaborative relationships with likeminded organizations and co-manage joint projects with programmatic staff.

- Represent UCHC on key community task force projects, networks, boards, and community meetings as assigned or directed by the CEO.
- Work closely with the UCHC program directors to obtain compelling metrics and descriptions of organizational impact and success.
- Serve as initial contact to support employees' events, townhalls, presentation needs, etc.
- Serve as a contact for inquires and fulfills requests for information and outreach materials for community partners.

Administration

- Build organization capability by identifying skills needed within the External Affairs team and recruit and develop staff in alignment with strategic priorities.
- Mentor, coach, and manage External Affairs staff, including performance evaluations and ensuring staff training and development.
- Develop annual department budget and manage expenses within established guidelines, including the use of outside vendors.
- Promote a safe, cooperative, and professional health care environment to ensure optimum patient care (as per HR Policy 113c).
- Adhere to all health center policies, procedures, rules, and regulations, including but not limited to absenteeism, ETIME, cellular telephone usage, dress code and rules of conduct.
- Perform other related duties as required and assigned.
- Make Customer Service a priority, treating customers (patients, visitors, and co-workers) in a professional manner exercising courtesy and tact. Effectively communicates with patients and others about UCHC services in their area(s) of expertise or responsibility and ensures that concerns, questions, or issues reach the right person(s) in UCHC in a timely fashion.
- Closely follow politics and healthcare/FQHC policies.
- Oversee interns and volunteers who assist UCHC.

The Candidate

The right candidate for this position has a track record of success in government and community affairs, preferably for a highly diverse, mission driven health or human services organization. S/he will have demonstrated ability to build alliances and partnerships with community and governmental organizations in diverse communities. This VP will be a close working partner with the CEO and should combine a big-picture strategic vision with thoroughness and an appropriate attention to detail. S/he must have a highly professional demeanor, be comfortable in a high visibility role, and be skilled at targeting messages in the optimal way to widely varying external and internal audiences.

Building productive relationships quickly and well is an important element of success in this role. The next VP Government & Community Affairs must project a high level of personal and professional credibility and show a strong passion for the welfare of the communities served by UCHC. Attributes important for success in this position include:

- Exceptional verbal communication ability, including public speaking. Being multilingual is very valuable.
- Strong writing skills.
- Excellent judgement.
- The ability to multi-task and juggle often-competing priorities.
- Being highly adaptable and able to "think on the fly."
- Remaining cool under pressure and skilled at crisis management.
- The ability to build relationships with elected officials and other public persona.
- The ability to integrate and distill complex data into clear, concise well-targeted messages.

The right candidate must be facile in several different communication and PR/media forums, be willing/able to do some business travel, and can adapt to often unpredictable time demands.

Critical Success Factors

Success in this position after one year will be evidenced by:

- Access to and credibility before elected officials, many of whom are newly elected.
- Becoming well known and accepted in the community as a spokesperson for UCHC.
- Adaptation to Covid and the post-Covid world.
- Appropriate branding through the web site and other media.
- High visibility and acceptance by the media
- Departmental productivity

The Location

The Bronx is located between the Harlem neighborhood of Manhattan and the Westchester/Yonkers area, making its location a perfect mix of urban and suburban life. The Bronx is a great option for families because while it is easily accessible to Manhattan it is typically more affordable than Manhattan, Brooklyn, Staten Island and Queens. The Bronx is also home to dozens of the best educational institutions in New York City. Students from across the city flock to the area to attend the Bronx High School of Science, the High School for American studies, and Lehman College, which are considered two of the best public high schools in the city. In addition to the many exceptional public schools, the Bronx is full of well-regarded private schools like Fieldston, Horace Mann and Riverdale Country Day. The Bronx is considered one of the most diverse areas of the country, offering great cuisines. One of the most famous destinations for food lovers is Arthur Avenue in Belmont (which is also known as “The Little Italy” of The Bronx). The neighborhood is lined with Italian cafe’s, pastry shops, cheese shops, butcher shops and more. In addition to a sizable Italian population, Arthur Avenue is also home to a growing Albanian population. [Learn more.](#)

Compensation

An attractive compensation package will be constructed commensurate with the background and experience of the selected candidate.

For More Information

We welcome and appreciate referrals. Interested parties should send resume and cover letter to UCHC-VPGCA2326@ZurickDavis.com. For additional questions, please contact Jeff Zegas at 781.938.1975. All contact with our office will remain confidential.

Union Community Health Center is an Equal Opportunity Employer.