



CAQH Position Description

Position: Associate Director, Event Strategy & Management
Department: Marketing and Communications
Reports To: VP, Strategic Marketing & Communications
Date: September 2022

Position Summary:

The Associate Director, Event Strategy & Management is a contributing member of the Marketing and Communications team and works closely with cross-functional teams to develop a comprehensive event strategy that positions the organization to effectively drive awareness, demand and leadership within the healthcare industry through event (conferences and speaking engagements both virtually and in-person) and conference participation. The associate director also oversees pre-planning, execution, post event follow-up and ROI analysis for all events/conferences. **This is a full-time, exempt, remote position.**

Specific Responsibilities:

Industry Conference and Speaking Opportunity Management

- **Develops a corporate event strategy based on the CAQH corporate strategy, and objectives to reach target audiences.** Researches and suggests relevant conference participation, exhibit, attendance opportunities and speaking opportunities based on that strategic direction. Tracks and measures impact against that strategy to constantly improve performance.
- **Develops and manages an annual conference plan and budget.** This is accomplished by working cross functionally with stakeholders from sales, strategy, BD, account management, product development and Thought Leadership to create a schedule of events, and corresponding level of participation, including but not limited to: exhibiting, attending (sales and/or Account Management), speaking/TL and the hosting of internal and/or external functions tied to specific events.
- **Manages conference/trade show exhibit preparation activities.** Tracks deadlines and manages necessary internal reminders for all conference logistics (e.g. booth space reservations, registration/hotel deadlines, delivery of creative content and speaking proposals, and more.) Works with CAQH staff to drive preparation (e.g. messaging, signage, collateral needs). Drives pre-conference preparation to generate prospect/customer meetings and track engagement.
- **Manages CAQH exhibit booths and tabletops.** As needed, works with CAQH Sales leadership to update or develop new exhibit booths (e.g., large and tabletop), and/or new panels for the existing booths. Maintains current exhibit booths to ensure all elements are in working order. Works with Sales team and other attendees to ensure booth is fully staffed.
- **Manages pre- and post-conference promotion.** Develops campaigns and 1:1 outreach to promote attendance at CAQH presentations, the booth and individual meetings. When appropriate, plans client events and receptions. Works with sales, AM and other stakeholders to

ensure meetings and engagements are scheduled in advance of the conference and facilitates follow-up of opportunities identified at the conference.

- **Develops metrics for conference activities.** Assess participation, impact and ROI, based on corporate, solution focused, and market positioning objectives
- **Maintains CAQH conference database.** This database includes information the strategic intent of each conference, as well as all details for conference (e.g., dates, location, budget, speaking proposals submitted and status, sponsorship, exhibiting, promotional opportunities, CAQH attendees and information from event debriefs).
- **Drives the presentation process.** Works with stakeholders and SMEs to identify speaking opportunities. Supports the drafting and submission of proposals and session descriptions. Works with presenters to ensure timely submission of speaker agreements, bios and presentations. Ensures speaker is prepared with specific presentation details: audience makeup and size, room location, A/V logistics, etc.
- **Manages promotion of speaking events.** Highlights participation in advance of (media and email promotion) and following participation a session by securing electronic links or recordings of speaking engagement to promote on the CAQH web site. Promotes speaking events with the media to drive awareness and attendance.

CAQH-Sponsored Conference Management

- **Oversees development, hosting and logistics for CAQH conferences.** (Estimate 1-2 conferences annually of 50 – 200 attendees). Works cross-functionally to develop an agenda, content and speakers according to the event focus. Manages task owners to ensure on-time delivery of information and content. Identifies key audiences and manages event marketing outreach and registration processes.
- **Coordinated conference logistics.** This includes hotel selection and venue coordination, meeting room needs and setup, A/V needs, product demo setup, meals and receptions. Manages budget and contracts in consultation with CAQH legal counsel.
- **Manages executive/speaker engagement.** This includes working with CAQH staff to identify SMEs, extend invitations, engage and prepare speaker for participation.
- **Prepares all materials and manages on-site logistics.** Working with a graphic designer – and in consultation with CAQH staff and leadership – develops conference materials, including design of printed agendas, signage and attendee gifts as appropriate. Works with the Communications Assistant to prepare day-of materials such as nametags, name placards, attendee lists. Staffs the registration table along with the Communications Assistant and manages all conference issues that arise.

Supervisory Responsibility:

- None.

Skills:

- Applies strategic and critical thinking to event management process with a focus on maximizing ROI relative to a variety of metrics.
- Demonstrated ability to set priorities and manage projects proactively and independently, completing them on-time and on-budget.
- Proactive self-starter with the ability to multi-task and effectively juggle competing priorities. Strong attention to detail and organization.
- Executive communication skills to manage communication with SMEs, external executive speakers, etc.
- Exceptional organizational capabilities, with a focus on self-management and driving others to deliver on time internally and externally
- Experience in promoting and driving collaboration with internal team and external partners.
- Strong writing skills and the ability to craft internal and external communications.
- Proficiency with Microsoft Office Suite, including Word and Excel. Advanced PowerPoint skills.

Experience:

- Eight to ten years of progressively responsible experience in conference coordination for an organization, ideally related to health or information technology.

Education:

- A Bachelor's degree is required.

Certification Requirements:

None required.

Percent of Travel

Up to 20% of travel may be required.

WHO WE ARE

Named one of the “Best Places to Work” by Modern Healthcare for five consecutive years, CAQH has helped nearly 1,000 health plans, 1.6 million providers, government entities and vendors connect, exchange information and operate more efficiently. CAQH technology-enabled solutions and its Committee on Operating Rules for Information Exchange (CORE) bring the healthcare industry together to make sharing business information more automated, predictable and consistent. CAQH Explorations researches opportunities to reduce the burden of manual processes in healthcare administration.

WHAT YOU GET

CAQH recognizes that its most important asset is its growing team of smart, creative, collaborative, forward-thinking and passionate professionals – and that a comprehensive employee benefits package is an important factor for them in choosing where to work. CAQH offers competitive compensation along with an extensive benefits package for all full-time employees, including medical, dental and vision coverage, tuition assistance and a 401k. We offer full-time remote work to all staff from any location and maintain a physical office (with many amenities) in downtown Washington, DC.

CAQH is an equal opportunity employer. It is our policy to recruit, hire, train, and promote individuals, as well as administer any and all personnel actions, without regard to race, color, religion, sex, national origin or ancestry, age, marital status, disability, protected veteran status, personal appearance, sexual orientation, gender identity or expression, familial status, family responsibilities, matriculation, political affiliation, genetic information, source of income, place of residence, or any other characteristic protected by law. CAQH will not tolerate any unlawful discrimination and any such conduct is strictly prohibited.

This position requires proof of full vaccination against COVID-19 prior to the first date of employment, subject to applicable law. If you are offered employment, this requirement must be met by your date of hire, unless a reasonable accommodation request is received and approved.

Applicants have rights under the [Family Medical Leave Act \(FMLA\)](#), [Equal Employment Opportunity \(EEO\)](#), and the [Employee Polygraph Protection Act \(EPPA\)](#). If you are interested in applying for employment with CAQH and need an accommodation to apply for a posted position, contact CAQH Human Resources at 202-517-0436.