



## JOB DESCRIPTION

<b>Job Title:</b>	<b>Director of Strategic Initiatives</b>	<b>Department:</b>	<b>Rural Health Issues</b>
<b>Incumbent:</b>		<b>Reports to:</b>	<b>Assistant Vice President of Operations</b>
<b>Employment Date:</b>			
<b>Exempt Position</b>			

### ABOUT US:

The Tennessee Center for Health Workforce Development (TCWD) is a non-profit organization that seeks to improve the health of Tennesseans by guiding healthcare workforce development in the state. TCWD's areas of focus include recruiting and placing primary care physicians in shortage areas, providing incentive money to medical residents in exchange for a commitment to work with underserved populations, providing incentive funds to hospitals and community health centers to attract qualified caregivers, matching medical residents with rural rotations, addressing nursing workforce issues and educating Tennessee students about the healthcare professions. TCWD is a division of the Tennessee Hospital Association.

### JOB SUMMARY:

The Director of Strategic Initiatives (DSI) is responsible for a wide range of duties in support of advancing TCWD's mission to lead healthcare workforce development in Tennessee. The DSI manages current initiatives, launches new initiatives and services, streamlines existing projects and improves operational efficiency. In addition, the DSI is responsible for identifying and pursuing opportunities to form strategic partnerships in support of TCWD goals and to increase statewide community engagement.

**ESSENTIAL FUNCTIONS OF THE JOB:** (listed in order of importance) List your principal accountabilities; identify what you do, what end results you are accountable for, and how you measure your success.

1. The ability to adapt to a changing work environment and meet challenges presented throughout the day.

2. Plans, estimates, execute, monitors and delivers strategic projects across TCWD divisions.
  - a. Works closely with TCWD staff in each assigned project area to estimate time, costs and resources required to successfully implement projects
  - b. Creates and manages project deliverables including project schedules, budgets, communication plans and outcomes reports
  - c. Collaborates with TCWD staff as needed to meet project deadlines and goals
  - d. Manages multiple projects simultaneously
3. Identifies opportunities to form strategic partnerships in support of TCWD's mission and cultivates such relationships.
  - a. Researches and identifies organizations that can partner with TWCD in order to advance initiatives
  - b. Cultivates organizations and individuals whose strategic mission aligns with TCWD and develops new initiatives
  - c. Develops and maintains strong relationships with state and national organizations and government officials
  - d. Facilitates meetings with partners
  - e. Public speaking at partner events
4. Manages ongoing projects in the Doctors and Communities division of TCWD, including:
  - a. Engages and educates clinicians about TCWD incentives
  - b. Candidate placement
  - c. Job database maintenance
  - d. Community engagement in support of the Community Incentive
5. Is cross-trained in all TCWD divisions and assists with initiatives and events across the company including:
  - a. Introduces middle and high school students to healthcare careers and educational training opportunities in Tennessee
  - b. Educates medical students and residents about TCWD incentives and service commitment
  - c. Assists with nursing initiatives
  - d. Assists TCWD Senior Director of Marketing and Communications with brand and marketing projects as needed
  - e. Maintains current knowledge about graduate medical education (GME) in the state and assists the TCWD Workforce Network Development Director with relationship building with the five Tennessee medical schools and other partners
6. Must be available for out of town travel (including overnight) approximately 25 percent of the time, be able to drive an automobile and maintain a valid driver's license. Travel may include:
  - a. Visiting Tennessee medical schools and residency programs
  - b. Attending local and national professional development conferences to develop knowledge of rural health issues and best practices in clinician recruitment and retention
  - c. Exhibiting at industry conferences to increase TCWD visibility with partners, leaders and the medical profession
7. Makes recommendations for additional resources needed to successfully develop TCWD programs and divisions

8. Must be available in the office during regular office hours unless job responsibilities require otherwise.

**MARGINAL JOB FUNCTIONS:**

1. Contributes to the sustainability of TCWD by:
  - a. Staying abreast of issues and resources that affect workforce development on the federal and state levels
  - b. Participating in committees, webinars and conference calls that pertain to workforce issues
  - c. Attending state and national meetings relevant to healthcare workforce and/or the referral and placement of healthcare clinicians with underserved populations
  - d. Assisting with researching, writing and editing of approved grant applications

**SKILLS REQUIRED TO PERFORM THE DUTIES OF THE JOB:**

1. Strong project management skills
2. Excellent written and verbal communication skills, including public speaking
3. Exceptional interpersonal skills
4. Independent problem solving ability
5. Strong strategic and critical thinking skills
6. Must be creative and results driven
7. Ability to analyze information and data and translate into action items
8. Ability to effectively facilitate meetings
9. Robust organizational skills
10. Ability to appropriately prioritize and delegate tasks
11. Literate in Microsoft Office Suite including Outlook, Word, Excel and PowerPoint

**EDUCATIONAL AND EXPERIENCE REQUIREMENTS NEEDED TO PERFORM THE DUTIES OF THE JOB:**

1. Bachelor's degree required
2. Minimum of seven years of relevant professional experience
3. Experience working in a healthcare field preferred but not required

**LICENSING OR OTHER SPECIAL CERTIFICATIONS REQUIRED:**

None

**DIMENSIONS:**

Dollar value:

Volume:

Number of people supervised (direct reports): None

**GUIDANCE & DIRECTION:** (Policies, precedents or procedures that guide your work)

1. Recruitment and Retention Policies
2. No-cost contract with the State of Tennessee Bureau of TennCare
3. Contractual obligations to the four Tennessee GME medical schools
4. Bylaws of TCWD
5. TCWD Marketing and Communications Plan

**PHYSICAL REQUIREMENTS TO PERFORM THE DUTIES OF THE JOB:**

1. Lifting: 10 lbs. Explanation: Exhibit Materials
2. Carrying: 10 lbs. Exhibit Materials
3. Pushing/Pulling: 10 lbs. Exhibit Materials
4. Use of Equipment: (Machines, tools) Phone, computer, copier, writing utensil

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	<i>Continuously</i>	<i>Frequently</i>	<i>Occasionally</i>	<i>Not at All</i>	<i>Explanation</i>
5. Sitting	X				
6. Standing			X		
7. Walking			X		
8. Bending			X		Helping set up exhibits
9. Stooping			X		Helping set up exhibits
10. Crawling				X	
11. Climbing				X	
12. Reaching Above Head				X	
13. Grasping a. One hand b. Both hands		X	X		Computer mouse, phone, writing utensil and driving
14. Fine Manipulating: a. One hand b. Both hands		X X			Typing

**A. ENVIRONMENTAL REQUIREMENTS:**

	<i>Continuously</i>	<i>Frequently</i>	<i>Occasionally</i>	<i>Not at All</i>	<i>Explanation</i>
1. Exposed to marked changes in temperature				X	
2. Outside work.				X	
3. Exposure to dust, fumes, odors, water, etc.				X	
4. Exposure to biological, mechanical, electrical and/or chemical hazards				X	
5. Normal (inside) environment	X				

**B. SENSORY REQUIREMENTS:**

	<i>Necessary</i>	<i>Not Necessary</i>	<i>Explanation</i>
1. Eyesight a) Normal/Corrected b) Close eye work c) Other	X X		Must be able to read printed information and information on computer screen, sometimes fine print, and be able to drive
2. Hearing a) Normal tones b) Soft tones c) Other	X	X	Must be able to communicate with others in person and via phone
3. Speaking	X		Must be able to communicate with others in person and via phone
4. Distinguish Smells		X	
5. Distinguish Temperatures by: a) Touch b) Proximity		X X	

**THIS COMPANY RESERVES THE RIGHT TO MODIFY, INTERPRET, OR APPLY THIS JOB DESCRIPTION IN ANY WAY THE COMPANY DESIRES. THIS JOB DESCRIPTION IN NO WAY IMPLIES THAT THESE ARE THE ONLY DUTIES, INCLUDING ESSENTIAL DUTIES, TO BE PERFORMED BY THE EMPLOYEE OCCUPYING THIS POSITION. THIS JOB DESCRIPTION IS NOT AN EMPLOYMENT CONTRACT, IMPLIED OR OTHERWISE. THE EMPLOYMENT RELATIONSHIP REMAINS "AT-WILL." THE AFOREMENTIONED JOB REQUIREMENTS ARE SUBJECT TO CHANGE TO REASONABLY ACCOMMODATE QUALIFIED DISABLED INDIVIDUALS.**