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Texas Association for
Home Care & Hospice
Leading ★ Advancing ★ Advocating

EXECUTIVE DIRECTOR

The Opportunity

The Texas Association for Home Care & Hospice (TAHCH) seeks a bold, strategic Executive Director (ED) to lead one of Texas's most influential voices for home-based care through a period of significant industry disruption and opportunity. This role calls for a visionary, change-oriented leader who can assess complex policy, market, and member dynamics; set a clear direction; challenge outdated approaches; and convert strategy into measurable gains in advocacy influence, member value, financial strength, and statewide leadership.

Working in close partnership with the Board of Directors, a highly knowledgeable staff, engaged volunteer leaders, and external advocacy partners, the ED will set organizational direction, advance strategic priorities, and ensure that TAHCH continues to deliver meaningful results for its members. The successful candidate will bring sound judgment, association leadership experience, political and regulatory awareness, and the ability to unify diverse stakeholders around shared priorities. This is an opportunity for a steady, strategic, and mission-focused leader to build on a strong foundation while bringing fresh energy, modern approaches, and a more assertive voice to help shape the future of home care and hospice in Texas.

This position is located in Austin, TX.

About TAHCH

Founded in 1969, the Texas Association for Home Care & Hospice (TAHCH) is a statewide, member-driven nonprofit association representing more than 1,200 home care and hospice organizations across Texas. Its mission is to advocate for ethical practices, quality, and economic viability of licensed home care and hospice providers to enhance the well-being of individuals and their families throughout Texas.

TAHCH serves its members through advocacy, education, networking, regulatory support, professional resources, and timely industry information. The association plays a central role in shaping the legislative and regulatory environment for home care and hospice, representing members before policymakers, regulatory agencies, and other healthcare stakeholders. Its work spans state and federal policy, grassroots engagement, provider education, member communications, and the development of resources that help organizations navigate a complex and highly regulated field.

Guided by a strategic plan focused on public policy influence, member growth and engagement, education, communication, and organizational excellence, TAHCH is committed to strengthening the provider community and advancing high-quality, accessible care across Texas. The organization has annual revenue of approximately \$2.7M and a staff of 10.

The Executive Director Role

Essential Duties and Responsibilities

Leadership/Governance

- Serve as the chief staff officer, reporting to and partnering closely with the Board of Directors to set and execute the association's strategic direction.
- Provide strategic, externally focused leadership that advances advocacy, industry credibility, membership growth, financial sustainability, and organizational influence.
- Maintain clear communication with the Board and Committee Chairs regarding organizational performance, industry conditions, emerging risks, and strategic priorities.
- Lead implementation of the strategic plan, aligning programs, staffing, advocacy, membership, communications, and finances with organizational priorities.
- Translate strategic goals into measurable plans, KPIs, and cross-functional priorities.
- Identify opportunities to elevate TAHCH as a nationally recognized leader in home care and hospice.

Advocacy

- Serve as a forward-facing advocate and spokesperson for TAHCH at the state and federal levels.
- Strengthen TAHCH's influence with legislators, regulators, payors, managed care organizations, and healthcare stakeholders.
- Guide government affairs strategy, including grassroots engagement, legislative relationship-building, coalition-building, policy development, and follow-through.
- Collaborate with staff, lobbyists, Government Affairs leadership, Board members, and member advocates to advance legislative and regulatory priorities.
- Support a strong government relations function with clear roles, policy research capacity, effective delegation, and continuity.
- Align advocacy efforts across the Board, staff, committees, and membership to present a unified industry voice.
- Mobilize members as active participants in advocacy efforts, strengthening TAHCH's member-driven grassroots culture.
- Build and sustain coalitions with peer associations, healthcare leaders, advocacy groups, and public-sector organizations.
- Support data-driven communications, research-informed policy positions, and thought leadership that strengthen TAHCH's advocacy credibility.

Contribute to Member and Organizational Success

- Promote strong member engagement through clear communication of association value, programs, advocacy impact, and opportunities for involvement.

- Reenergize TAHCH as a member-driven organization by activating members in advocacy, education, committees, and regional activities.
- Oversee membership growth and retention strategies, including refinement of the dues structure and development of a compelling value proposition.
- Build and maintain strong relationships with large corporate providers, small providers, service-line leaders, and volunteer advocates.
- Oversee conferences, educational programs, regional outreach, sponsorships, and events as key drivers of member value, engagement, and non-dues revenue.
- Refresh and strengthen events and educational offerings to increase relevance, attendance, sponsorship value, and member satisfaction.
- Monitor program performance, including attendance, financial outcomes, sponsorship participation, member satisfaction, and strategic impact.
- Oversee marketing and communications strategies that enhance TAHCH's reputation, influence, membership growth, and articulation of member value.
- Advance technology and communications improvements, including website modernization, segmented messaging, and tools that improve member engagement.

Management/Administration

- Lead the annual budget process in partnership with the Treasurer, Board, COO, and appropriate staff leaders.
- Ensure strong fiscal stewardship, including oversight of revenues, expenditures, investments, internal controls, financial reporting, and long-term sustainability.
- Work with the Board and staff to evaluate and modernize the membership dues model to better reflect current industry realities.
- Oversee operational infrastructure, including technology, vendor relationships, administrative systems, staff workflows, and data-informed management practices.
- Lead and support a remote, high-performing staff, fostering a collaborative, accountable, transparent, and mission-driven culture.
- Provide clear direction and goal-setting while respecting staff expertise and independence.
- Delegate effectively to staff leaders and external partners so the Executive Director remains focused on strategy, advocacy, Board relations, and external representation.
- Promote staff development, cross-functional collaboration, succession planning, and innovation.
- Address staff workload, morale, and capacity through prioritization, role clarity, delegation, technology improvements, and realistic resource planning.
- Ensure staff hiring, supervision, and performance management reflect sound governance, appropriate executive authority, and organizational needs.
- Oversee modernization of systems and processes, including technology, website, member data, and administrative tools.

Required Skills, Experience, and Desired Qualifications

- 7-10 years of progressive experience within association management, healthcare, or a related field.
- Demonstrated success in board relations, strategic planning execution, and stakeholder management.
- Strong fiscal management, budgeting, and financial controls experience.
- Experience with membership growth, value proposition, and event/program oversight.
- Strong experience in advocacy, government relations, coalition-building, and public policy, preferably within Texas or a comparable state legislative environment preferred.
- Understanding of healthcare systems, reimbursement structures, and regulatory frameworks, including Medicaid/Medicare, CMS, managed care, HHSC, and state agencies, preferred.
- Bachelor's degree required; advanced degree and/or CAE credential preferred.

Personal Qualities and Competencies

- Excellent communication, public speaking, and media relations skills.
- Ability to unify diverse stakeholders and focus the organization on core priorities.
- Ability to navigate complex interpersonal dynamics with confidence, professionalism, and emotional intelligence.
- Leads with clarity and accountability while fostering a supportive, team-oriented culture.
- Maintains composure and sound judgment in a high-stakes, highly regulated healthcare environment.
- Ability to build trust and credibility with the Board, staff, members, and volunteer leaders through transparency, follow-through, and responsiveness.
- Brings fresh energy, vision, and a willingness to challenge outdated approaches while respecting the association's history and strengths.

Compensation

A competitive compensation package will be offered to attract an outstanding candidate.

To Apply

To apply, please send a cover letter and current resume (Microsoft Word® format preferred) [here](#). The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy. Candidates from historically underrepresented and marginalized communities are encouraged to apply.

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Additional Information

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