



healthcurrent

Director, Marketing

Job Title: Director, Marketing
Reports To: Chief Business Development Officer
FLSA Status: Full-Time, Exempt

Summary

The Director of Marketing will be responsible for leading the development of the organization's marketing strategies including Participant recruiting and retention programs and effectively delivering upon those strategies. The Director works with organizational executives, managers, and stakeholders to develop and communicate comprehensive marketing plans and strategies. The Director is responsible for planning and coordinating marketing and recruiting and retention efforts, communicating marketing plans to those involved, and building awareness and positioning for organizational products, services and brands. The Director will work closely with organizational executives, managers and stakeholders to develop product and service pricing strategies and policies that ensure sustainability of the HIE. This position is based in Phoenix, Arizona.

Duties and Responsibilities include the following:

- Leads the development and management of the organization's comprehensive and effective marketing strategies, policies and objectives
- Provides daily supervision and management of assigned staff, maintain allocated staffing levels including leading recruitment efforts, training and creating on-boarding plans for new or transferred employees
- Leads marketing activities including, but not limited to, market research and analyses, design of marketing plans for each product and service, monitoring the marketplace for changes, opportunities and threats, and promotion of organizational products and services
- Leads the development and management of the organization's outreach programs for prospecting new businesses utilizing all available channels including LinkedIn or other business platforms, social media, telephone, email, and hosted or sponsored events
- Leads recruitment and retention activities including, but not limited to, establishing frameworks for capitalizing on identified opportunities across the business and approaching new prospects, and developing engaging marketing and performance content that will serve to attract prospects to the HIE and to assist with the retention of existing participants
- Leads the development of vendor relations programs, identifies, evaluates and recommends policies, strategies and tactics intended to maximize vendor relationships in the promotion of the HIE and its products and services, and manages all related activities
- Leads the development of user relations programs including responsibility for all HIE User Group activities; identifies, evaluates and recommends policies, strategies and tactics intended to

maximize user relationships in the promotion of the HIE and its products and services, and manages all related activities

- Coordinates with the Chief Business Development Officer the analysis of the marketplace including identifying relevant participant business strategies, participant best practices and preferences, and participant use of the organization's products and services; then develops appropriate marketing plans that address weaknesses and capitalize on strengths
- Coordinates with the Director of Communications in the development of product and service marketing messages, innovative advertising techniques, marketing campaigns including the use of social media and promotional events
- Coordinates with the Director of Communications in assessing the effectiveness of market messaging and the organization's communication channels and developing measures that improve and expand product and service awareness and momentum
- Works closely with product and service line and technical management teams to define and refine marketing materials and programs for each product and service; then manages the full development and execution of the resulting programs including development and maintenance of the official list of product and service offerings and the official description of each offering
- Maintains effective relations with customers by organizing and developing specific customer-relations programs including ensuring marketing representation at local, state and national conventions, annual meetings, trade associations, and seminars
- Seeks opportunities for new products and services, and new creative and innovative ways to promote new and existing products and services
- Leads the development of new uses for existing products and services, and the development of new products and services by analyzing statistics regarding product and service use, identifying participant best practices, identifying unmet or new participant business needs, and consulting with internal and external stakeholders
- Develops and manages marketing budgets, and recruits, trains and manages assigned marketing and support staff
- Establishes scope, priority and deadlines for marketing projects including assisting with budget development and tracking
- Performs other related duties as assigned

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Skills

- Proficiency with the Microsoft Office Suite including Excel, Word, Project, and Visio preferred
- Understanding of website development and maintenance
- Understanding of social media as business marketing tools
- Excellent writing skills

- Excellent problem-solving skills
- Clear and concise communication skills
- Proven ability to work independently as well as ability to effectively interact and maintain effective working relationships
- Ability to independently plan, organize, manage and prioritize multiple tasks and projects efficiently and effectively
- Ability to work in a fast-paced environment and consistently meet strict deadlines
- Detail oriented, especially as it relates to time management and project management
- Understanding of health information technology and exchange concepts and terminology a plus
- Ability to handle confidential information with discretion
- Ability to embrace changes and adjust quickly to work demands and shifting priorities
- Thorough and diligent fact-finder

Education/Experience

7-10 years' experience in related field with bachelor's degree in Marketing, Business Administration, or related area. Master's degree in a related area preferred. A marketing certification such as the American Marketing Association Professional Certified Marketer (PCM) or the Chartered Institute of Marketing (CIM) Certificate in Professional Marketing a plus. Additionally, a digital marketing certification such as Hootsuite Social Marketing Certification or HubSpot Content Marketing Certification a plus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. This includes availability to work non-regular hours as necessary, ability to periodically drive to and from clients, conference and event, and limited travel. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. An employee must occasionally lift and/or move up to 20 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Specific vision abilities required by this job include close vision and ability to adjust focus. While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands and talk or hear.