

## Non-Union Exempt Position Summary

<b>JOB CODE:</b>			
<b>POSITION TITLE:</b>	Marketing Communications Manager	<b>DATE:</b>	September 2017
<b>DIVISIONS:</b>	Marketing Communications		
<b>REPORTS DIRECTLY TO:</b>	VP Sales and Marketing		

### **POSITION PURPOSE:**

The Marketing Communications Manager is responsible for developing corporate-wide marketing communications strategies in relation to both internal and external stakeholders. Performs day-to-day execution and project management of these strategies and works cross-functionally to ensure timeliness and accuracy of messaging. Serves as brand manager and upholds strong brand identity in the marketplace through authentic and useful communication to customers, providers, internal staff, and external audiences.

### **ACCOUNTABILITIES:**

- Develops annual marketing communications strategies and manages associated budget.
- Ensures the successful development, implementation, management, and evaluation of strategic business and marketing communications goals.
- Responsible for the ongoing relationship management of external vendors and contractors including print, digital, design, and contributing writers.
- Develops, manages, and executes corporate-wide communication initiatives including: annual report, website development and maintenance, sales support, industry award submissions, and event sponsorships, etc.
- Writes, proofreads, and disseminates provider communication such as the monthly newsletter, education campaigns, annual satisfaction survey, and clinical/operational letters, etc.
- Manages and writes content for quarterly customer reports.

### **REQUIRED QUALIFICATIONS:**

- Bachelor's degree in communications, marketing, public relations, or related field.
- Proven writing, copyediting and proofreading excellence.
- Ability to effectively work under tight deadlines and manage projects independently.
- Resourcefulness in solving problems.
- Excellent people and communications skills and an upbeat and enthusiastic attitude.
- Ability to coordinate a successful collaboration with a variety of personalities.

- Strong organizational skills and an ability to support multiple projects while maintaining keen attention to detail.
- Strong computer skills with standard Microsoft Office applications, Constant Contact, etc.
- Superior professionalism and judgment.
- Strong work ethic.
- 5+ years of writing and project management experience for marketing and/or provider relations

**PREFERRED QUALIFICATIONS:**

- Health care experience a plus

**DIRECT/INDIRECT REPORTS:**

Number of direct reports and titles: none

Number of indirect reports: none