



## Job Description

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| <b>JOB TITLE:</b> Director, Marketing & Communication   |   |  |   |
| <b>DEPARTMENT:</b> Sales & Marketing  |   |  |   |
| <b>REPORTS TO:</b> Vice President, Sales & Marketing  |   |  |   |
| <b>DIRECT REPORTS:</b> Four Marketing Specialists   |   |  |   |
| <b>LEVEL:</b> 4G  | <b>FULL-TIME:</b> <input checked="" type="checkbox"/> | <b>PART-TIME:</b> <input type="checkbox"/> | <b>EXEMPT:</b> <input checked="" type="checkbox"/> <b>NONEXEMPT:</b> <input type="checkbox"/> |
| <p><b>MAJOR PURPOSE OF THIS JOB:</b> Supervises the development, implementation and management of health care quality related marketing, branding, communications, sales support and events. Responsible for creating and executing the marketing plan, content development, product marketing, writing, publishing, media relations primarily in a digital and traditional formats. The director is responsible for managing four direct reports specializing in digital, writing, design and events. While strategy and planning are an important element of this role, the majority of time will be spent working on multiple projects and delegating tasks to direct reports and external agencies. This position will serve as an advisor to Senior Management, Sales, Product Development, Government Relations and other staff.</p> <p>This is a great opportunity for an accomplished health care marketing communications professional who wants to lead at a successful and growing health care leader with an entrepreneurial, energetic culture. You'll lead a team that builds a marketing and communications at a business oriented non-profit in the dynamic healthcare industry.</p> <p>We are looking for an accomplished communications professional who takes initiative and successfully delivers creative and thought provoking projects. You have a can-do attitude and are willing to explore health care topics with vigor and a sense of ownership. You must be energetic, driven, thoughtful, collaborative, and a master of using the design of text, images and video to elevate brand awareness and lead generation.</p> |   |  |   |
| <p><b>JOB DUTIES AND RESPONSIBILITIES:</b></p> <ul style="list-style-type: none"><li>• Build and lead a team which will develop, publish and manage original health care quality content that generates sales leads, positions the organization as a thought leader, and expands brand equity and awareness.</li><li>• Supervise four direct reports specializing in digital marketing, writing and content development, graphic design and events / webinar as well as external vendors.</li><li>• Create compelling stories and calls to action by integrating text, design, imagery, video, and other creative elements into digital and print to drive lead generation.</li><li>• Execute projects on-time, within budget focused on writing (primarily short form) blog posts, white papers, issue briefs, sales collateral, PowerPoint presentations, op-eds, social media posts, email copy, infographics, press releases, proofreading, copy editing, website text, reports, etc.</li><li>• Deliver digital lead generation projects and across multiple platforms including email marketing automation, website, paid and organic search (SEO, SEM, PPC), targeted display, remarketing and social media.</li><li>• Develop, execute and manage budget for online and print advertising.</li></ul>   |   |  |   |

- Supervise graphic specialist to develop campaigns segmented by channel, persona and customer segment.
- Use of personas and market segmentation to develop target audiences for the brand, products and digital properties.
- Use marketing automation platform to create drip campaigns via relevant email messages based on segments, workflows, triggers, and lead scoring.
- Meet deadlines, adjust to shifting priorities, complete deliverables on-time, on-budget and within the project goal, marketing strategy and brand guideline.
- Health care quality related project and staff management excellence in:
  - Writing, message development, editorial calendar, publishing, blogging
  - Design of images, video and audio
  - Development of a new website
  - Advertising, trade show support, sales collateral
  - New brand Identity, mission, slogan, positioning, product naming
  - Establish and enforce brand standards via internal style guide document
  - Campaign and project management
  - Qualitative and quantitative market research
  - Evaluate paid partnerships with allied organizations
  - On-demand video e-learning and webinars
  - Workshops
  - Annual conference / thought leader symposium
  - Generating speaking and editorial opportunities
  - Media relations: digital and traditional
  - Monitor healthcare quality industry trends
  - External sentiment analysis
  - Competitive monitoring and analysis
  - Spending budget
  - Vendor management
- Participate in the multi-year organization strategic plan
- Develop and achieve the departmental annual plan
- Plan and achieve annual and short term goals
- Efficiently allocate and manage human and financial resources
- Monitor and improve return on marketing investment.
- Advise and deliver on the needs of internal customer departments: Sales, Government Relations, Product Development, Account Management, CEO as well as with other URAC staff
- Staff supervision, development and performance reviews
- Travel approximately 5% of time for media events, trade shows, exhibits, conferences
- Other duties as assigned

**RESPONSIBILITIES PROVEN EXPERIENCE, KNOWLEDGE, AND ACCOMPLISHMENT REQUIREMENTS:**

- Twelve years of progressive leadership experience delivering on all the job requirements, preferably with a business oriented, healthcare related organization of at least \$20M in annual revenue.
- Four years of staff management experience.
- Planning and developing health care related content for digital and print to support marketing, branding, thought leadership and sales lead generation.
- Deep executional excellence of all types of health care related communications.
- Flawless writing, spelling, grammar, and sentence structure abilities in adherence to the AP style guideline.
- Organization gatekeeper for all external facing written content from multiple sources with a variety of objectives.

- Organization content quality assurance that incorporates best practices in marketing, SEO, communications, lead generation and click thru rate (CTR).
- Website design and content management systems (CMS).
- Knowledge of qualitative and quantitative market research methods.
- Media relations, story pitching, editorials in digital and print.
- Disciplined and thoughtful approach to developing strategy and tactics.
- Awareness of the latest trends in health care, media and marketing.
- Bold, fresh, original, ideas and processes.
- Assertive to share potentially controversial or contrarian views in professional manner.
- Fast moving, but thoughtful, action oriented style to complete projects rapidly.
- General knowledge of health care, managed care, the Affordable Care Act (ACA).
- High level of confidence, passion, integrity, interpersonal skills, and professional executive presence for interacting with key stakeholders, internal and external, as well as for building relationships to support URAC business objectives.
- Good instincts for creating effective text and visuals that will generate sales conversions.
- Flawless execution, with the goal of lead generation and conversion into sales.
- Meet deadlines, adjust to shifting priorities, complete deliverables on-time, on-budget and within the project goal, marketing strategy and brand guideline.
- Planning, organizing, prioritizing and executing simultaneous projects.
- Attention to detail, ability to work well under pressure, and adapt quickly to changing priorities while remaining positive, flexible, and open to feedback.
- Self-driven, motivated with an energetic, curious, optimistic and enthusiastic mindset.
- Tenacity, strong work ethic and desire to learn and share insights.
- Proactively seek to help co-workers throughout the organization.
- Possess the desire to interact with and motivate people at all levels.
- Challenge conventional thinking in a professional manner.
- Work independently, manage ambiguity and ask for guidance when needed.
- Ability to collaborate and communicate with people in a variety of roles across multiple departments and leadership levels.
- Providing analysis and recommendations to senior management.
- Sense of humor.
- Proven track record of relevant accomplishments with successful organizations.

#### **Preferred Skills**

- Health care product or service marketing and media.
- Significant knowledge of health care quality, managed care, the ACA, Centers for Medicare and Medicaid Services (CMS), pharmacy, Clinical Integration.
- Marketing automation, Salesforce CRM, WordPress CMS.
- Connections with influencers in health care media.

#### **EDUCATION AND TRAINING REQUIREMENTS:**

- Bachelor's degree in marketing, business, communications or similar field required.
- Clinical and/or health care related knowledge, education or training a plus.

**HOW TO APPLY:** Interested candidates should forward a cover letter, resume, salary requirements, and a link to web portfolio or PDFs with samples of your best work to [JOBS@URAC.ORG](mailto:JOBS@URAC.ORG).

URAC is an equal opportunity and diversity employer. EOE, M/F/D/V.

#### **PHYSICAL REQUIREMENTS:**

- Sedentary work in an office environment

The physical demands and work environment that have been described are representative of those an employee encounters while performing the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions in accordance with the Americans with Disabilities Act.

**ABOUT URAC:** URAC is a leader in promoting healthcare quality through its accreditation, education, and measurement programs. URAC's range of quality benchmarking programs and services model the rapid changes in the healthcare system and provide a symbol of excellence for organizations to validate their commitment to quality and accountability.

**DATE PREPARED: 3/15**