



Marketing Director

REPORTS TO: Chief Operating Officer

EDUCATION & EXPERIENCE:

- Bachelor's degree in Business Administration, Marketing, or related field required; Master's degree preferred.
- At least five years of experience in marketing and long-range planning.

SKILLS:

- Excellent verbal and written communication skills.
- Understanding of healthcare market developments.
- Thorough understanding of marketing strategies and practices.
- Familiarity with data sets related to geographic service area and target patient population.
- Proficiency in analyzing and visualizing data for managerial decision making.
- Direct experience working with organization's diverse target patient population
- Excellent interpersonal and customer service skills.
- Excellent organizational skills and attention to detail.
- Strong analytical and problem-solving skills.
- Strong supervisory and leadership skills.
- Understanding of design and proficiency with design software.
- Proficient with Microsoft Office Suite or related software.

PRIMARY DUTIES:

- Oversees, Coordinates, and Participates in the development of marketing strategies and products for the organization.
- Directs and implements the organization's advertising and promotional activities.
- Analyzes target market information to identify and recommend effective marketing approaches.
- Identifies new market segments that will benefit from company services.
- Prepares effective advertising campaigns based on market research.
- Collaborates with Director of Communication to develop specific marketing materials
- Maintains knowledge on emerging marketing products and services.
- Collaborates with senior executives to develop growth plans for the organization.
- Forecasts, drafts, implements, and oversees the department's operating budget.
- Performs other related duties as assigned.

OTHER DUTIES:

- Other duties as assigned by supervisor

PHYSICAL AND MENTAL REQUIREMENTS:

- Visual and auditory accuracy

- Shift length - 8 hours
- Indoor setting – office in GWLS building
- Frequent use of computer
- Long periods of sitting
- Frequent use of telephone
- Continuous repetitive grasping and manipulation of both hands
- Continuous conversational communication
- Occasional reaching, walking, squatting, bending, kneeling, twisting and climbing
- Occasionally carrying, lifting, pushing and pulling of up to 25 lbs.
- Occasionally working in confined, noisy, dusty areas
- Periodic use of personal transportation
- Understand/carry out simple/detailed, oral/written instructions with retention
- Read and interpret detailed specifications

TO APPLY: Please visit our website at www.wacofamilymedicine.org and fill out an online application located under Careers.

REVIEWED WITH EMPLOYEE:

Employee

Supervisor

Date