



JOB DESCRIPTION

Senior Director of Marketing and Communications

REPORTS TO: Chief People Officer

EDUCATION & EXPERIENCE: Bachelor's degree in marketing, communications, public relations, business administration, or related field. Equivalent related experience may be substituted for education and experience requirements. Five years of progressively responsible experience in marketing or communications.

SKILLS: The Senior Communications and Marketing Director will play a crucial role in proactively shaping and communicating the vision and brand of WFM. This leader will have a significant impact in enhancing our public image, developing strategic internal and external communications, and promoting our services and achievements. A strong emphasis on accountability and responsiveness ensures the integrity, accuracy, and effectiveness of all communication efforts, which is paramount to our mission of providing excellent patient care.

- Strong leadership skills with a proven track record of leading and developing high-performing teams and strategic planning and implementation
- Excellent verbal and written communication skills
- Ability to think strategically, analytically, and creatively
- Strong knowledge of digital marketing, social media platforms, and SEO/SEM strategies
- Solid understanding of healthcare industry challenges, trends, and opportunities. An understanding of FQHC and Texas-related issues preferred
- High degree of professionalism, integrity, and accountability
- Crisis management experience
- Proven ability to collaborate and influence across all levels of an organization

PRIMARY DUTIES:

- Develop, implement, and oversee a comprehensive communication and marketing strategy in alignment with the WFM's business and organizational goals.
- Foster a consistent brand voice and image across all communication platforms, strategically aligning message to medium of communication
- Ensure all communications are accurate, timely, and represent WFM in the best light.
- Provide effective guidance and support to cross-functional teams and individuals to drive WFM's mission
- Work with the Chief People Officer to establish communications and marketing performance metrics, understanding that regular evaluations and accountability mechanisms are expected and enforced
- Build and maintain relationships with media personnel to facilitate positive and proactive media coverage
- Coordinate and lead press conferences, media briefings, and interviews
- Act as the primary spokesperson for the organization when required
- Oversee the strategy and execution of strategic digital marketing campaigns, including social media, email marketing, and SEO/SEM
- Monitor online presence and engagement metrics, ensuring accountability in meeting set KPIs
- Develop and maintain communication platforms for internal stakeholders, including newsletters, town halls, and intranet updates
- Foster appropriate and open communication channels between leadership, staff, and other stakeholders

- Develop and monitor implementation of policies that provide guidance for staff regarding media engagement, brand management, external and internal communication and social media use
- Develop deep understanding of WFM’s current patient population demographics (including age, income, race/ethnicity, geographic location, etc.)
- Regularly analyze data related to WFM’s target patient population and develop strategies for reaching potential patients not yet served by WFM
- Develop strategies for marketing WFM’s services to high-priority patient populations (e.g., women’s health, pediatrics, and seniors)
- Develop and refine crisis communication plans, ensuring a prompt and effective response to any challenges or negative publicity
- Support the WFM management during crisis situations, ensuring clarity, calm, and accountability in messaging

OTHER DUTIES:

- Collaborate with other department heads, integrating communication strategies into broader organizational initiatives
- Stay updated with the latest trends, technologies, and best practices in healthcare communication and marketing
- Oversee the development of marketing materials, such as brochures, posters, and promotional videos
- Help manage the communications and marketing budget, ensuring maximum ROI for all campaigns and initiatives
- Attend conferences, seminars, and workshops as a representative of the organization, enhancing its visibility and reputation
- Encourage and promote a culture of accountability, transparency, and integrity within the marketing and communications team

PHYSICAL AND MENTAL REQUIREMENTS:

- Visual and auditory accuracy
- Shift length – variable (may exceed 8 hours)
- Indoor setting
- Continuous 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
- Frequent use of personal car
- Understand/carry out simple/detailed, oral/written instructions
- Memorize and retain instructions
- Read and interpret detailed specifications

REVIEWED WITH EMPLOYEE:

Employee

Supervisor

Date _____