



JOB DESCRIPTION

TITLE: Marketing/Communications Manager
DEPARTMENT: Marketing/Communications
REPORTS TO: Vice President of Marketing/Communications and Fund Development
FLSA: Exempt

SUMMARY OF JOB:

Management of strategic marketing and communications plans for multiple service lines in accordance with the Colorado West Healthcare System strategic plan. Oversight with development and implementation of various marketing projects. Assists Vice President with matters related to the hospital's marketing, public relations, advertising, internal and external communications function. Assists with the management of graphic design elements, strategic content, video production and event planning and coordination for hospital services.

RESPONSIBILITIES:

Colorado West Healthcare System expects job performance to be consistent with its mission and believes that each Employee contributes to improve performance by continuously searching for ways to increase efficiencies and enhance fiscal performance and viability.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(The following statements are illustrative of the essential functions of the job and do not include other non-essential or marginal duties that may be required. Community Hospital reserves the right to modify or change the duties or essential functions of this job at any time. All responsibilities may not be performed by all incumbents.)

1. Department management and planning:

- a. Acts as a primary customer service contact for Marketing & Communications services; explains processes and services.
- b. Works in close coordination with Vice President in developing and implementing all marketing and communications efforts in accordance with Community Hospital's strategic plan. Serves as counsel in matters related to hospital marketing plans, advertising, public relations, internal and external communications, and major event planning in coordination with the Foundation.
- c. Develops strategic and tactical marketing and communications plans for multiple service lines to complement and advance strategic business objectives.
- d. Responsible for implementing and measuring the success of marketing and communications programs.
- e. Acts as liaison between internal departments and creative team to manage expectations, provide direction and coordination for production of all marketing materials.

- f. Coordinates the development of collateral materials for multiple service lines (i.e.: traditional and non-traditional media, product line brochures, hospital newsletter, etc.)
- g. Displays a high level of creativity and applies it to new approaches to foster solutions to generate top-of-mind awareness for the organization.
- h. Orders, inventories, and maintains supplies including paper stock, toner, swag and other promotional items and office supplies.
- i. Acts as Key Operator, identifying equipment problems, performing minor repairs to xerographic equipment or arranging for repair service; operates high volume xerographic equipment as needed.
- j. Helps maintain electronic and office files.
- k. Maintains deadline notification system for all publications.
- l. Maintains electronic contact files; update as needed and distribute to team members as well as auxiliary email accounts (generic Kerio account).
- m. Send email publications (reminders, notifications, weekly e-newsletter, etc) as needed.

2. Responsibility for communications:

- a. Manages positive communication programs to improve and publicize the image and accomplishments of the organization, interacts with employees, visitors, physicians and volunteers.
- b. Manages stakeholder marketing and communications initiatives that support the overall strategic mission and vision for the hospital.
- c. Responsible for the development of internal communication pieces in order to effectively communicate hospital news and events and meet employee needs.
- d. Develops marketing materials as requested by specific departments, or as part of service line development to improve patient outcomes and market share (i.e.: hip and knee replacement educational materials).

3. Marketing and Communications product support:

- a. Assists with the management of website content, edits and/or updates content, photos, etc., updates website schematic as needed.
- b. Assists with management of class registration information and physician search sections on website.
- c. Updates and/or edits marketing materials content as requested.
- d. Monitor/manage compliance with graphic standards in development of all internal signage, web and other collateral materials including swag items.
- e. Creates new marketing pieces and forms as needed or requested.
- f. Compiles incoming information for all publications into appropriate electronic files.
- g. Manages the proofing process of marketing materials for various departments.
- h. Coordinates photo/video shoot schedules (including Consent to Photograph forms, etc.)
- i. Assists with scripting and/or editing of scripts.
- j. Assists with, or performs, shooting and editing of still photos or video.
- k. Uploads still photos or video to appropriate mediums.
- l. Assists with content and posting on hospital's social media accounts.

3. Project Coordination (Fairs, Walks, etc.):

- a. Coordinates meetings and assists in logistical planning.
- b. Orders/gathers needed materials, swag, banners, printed materials, set-up/display items and tracks return.

- c. Creates forms and other pieces for project/event use.
- d. Staff community and hospital events as needed.

4. Event Support to Foundation (Gala, Golf Tournament):

- a. Assists Foundation staff with management of multiple databases for sponsorships, invitees, other donations (silent auction).
- b. Assists Foundation staff with complex data merges and formatting to print letters and other needed materials for donation /sponsorship letters, invitations, invoices, thank you letters, bid sheets, tax letters and Gala program production, etc.
- c. Helps coordinate volunteers and staff support to successfully execute large fundraising events.
- d. Helps coordinate production of signage and sponsorship recognition materials (sponsorship hole signs, beverage cart, sponsorship boards, etc.).
- e. Creates forms as needed and posts event information on website.
- f. Helps tracks event attendees, ticket sales and coordination of seating.
- g. Assists with Gala silent auction process, including signage design and data entry.
- h. Upload guest photos and other event-related information to website.

6. Other 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.

EDUCATION and/or EXPERIENCE:

Bachelor's degree in Communications, Public Relations, Marketing, English or related field required. Previous related experience preferred.

Special Knowledge Required. Must be skilled in computer applications. Microsoft Office, Access database, Outlook, InDesign, Premier, PowerPoint and Publisher. Research skills and data collection/database helpful. Strong writing and editing background and graphic design skills required.

LANGUAGE SKILLS:

Must be able to speak, read and write English. Ability to read and interpret documents such as physician orders, medical charts, safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to effectively present information in one-on-one and small group situations to supervisors, patients, patient's family and other employees of organization. Able to work in a team-oriented environment.

MATHEMATICAL SKILLS:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent.

REASONING ABILITY:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

INTERPERSONAL SKILLS:

Strong customer service skills to support interaction at all levels of the organization, including physicians and senior executives. Excellent communication, both written and oral, and interpersonal skills. Is able to communicate effectively in English both verbally and in writing. Ability to multi-task; highly organized. Ability to thrive under pressure; highly efficient.

DECISION MAKING ABILITY:

Requires the analytical ability necessary to assess all aspects of a situation to identify key issues and develop appropriate strategies and recommendations. Plans and carries out work under general leadership direction. Unusual situations are reviewed with the Vice President of Marketing/Communications and Fund Development.

ANALYTICAL ABILITY:

Apply basic business or technical principles to routine and moderately complex problems. Concentrates and pays close attention to detail.

COMPUTER SKILLS:

To perform this job successfully, an individual should be computer-literate and have working knowledge of Microsoft Office applications.

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; have manual dexterity; handle or feel; talk and hear. The employee is occasionally required to stand; walk; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Required Physical Effort. Must be able to perform physical activities such as, but not limited to, lifting, bending, standing, climbing, or walking. Must be able to work safely in an environment containing toner and paper dust, and have manual dexterity to assist in assembly. Exerts 20-50 lbs of force occasionally and/or 10-25 lbs of force frequently.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts, risk of electrical shock, exposure to infectious diseases, and transmission of airborne disease. Office is pleasant, well illuminated area. Wide temperature variances with indoor/outdoor special event work. Must use universal precautions.

GENERAL COMPLIANCE REQUIREMENTS FOR ALL EMPLOYEES:

- Attends annual compliance and privacy training.
- Responsible for complying with all federal, state and local rules and regulations.
- Must comply with the Code of Conduct Guide.
- Reports any observation of fraud, waste, abuse, and/or privacy violations to HR or CCO.
- Reports any conflict of interest or relationship immediately.

HIPAA:

Ensures and adheres to strict confidentiality when handling patient information, according to the HIPAA Privacy Act and hospital policy and procedure regarding confidentiality. Complies with all hospital information security practices.

Has knowledge of and adheres to all compliance regulations, policies and procedures.

RESTRICTED ACCESS: A workforce member with restricted access will have limited access to protected health information as described in the job description only as needed to perform job duties. A workforce member in this category may not access a patient’s entire record, except when the access is specifically identified as the amount that is reasonably necessary to perform the staff person’s job duties.

UNRESTRICTED ACCESS – A workforce member with unrestricted access will have full access to protected health information, including a patient’s entire record, for accomplishing intended purposes.

NO ACCESS - a workforce member whose job duties do not require any access to protected health information will be prohibited access. However, a staff person with no access may, in the performance of his or her duties, be exposed to incidental use and disclosure.

Final Section I understand that my employment is for an indefinite period of time and that his facility can change wages, benefits, and conditions of employment at any time.

Employee Name & Signature

Date

Supervisor Name & Signature

Date