
	Department	250 Marketing
	Job Title	Director of Marketing & Communications
	Document ID:	250-0004-r100303 Director MarComm.docx
	Document Date:	2010.3.03:16:11

JOB TITLE		EFFECTIVE DATE	PERCENT OF TIME
Director of Marketing & Communications		2 March 2010	100%
DEPARTMENT/DIVISION	SUPERVISOR'S TITLE	WORK LOCATION	
250 Marketing	Chief Executive Officer	SHP Main Office	
SUPERVISION/DIRECTION RECEIVED			
	Close Supervision		Supervision
	Direction	X	General Supervision
			General Direction
			Other
MANAGEMENT LEVEL			
	Supervisory	X	Non-Supervisory
			Not Applicable

GENERAL SUMMARY OF DUTIES / RESPONSIBILITIES
<p>Director of Marketing & Communications is a key position at SHP. The ideal candidate will leverage their healthcare software or informatics background in a product management, product marketing, or a business development role to deliver measurable results in a rapidly growing mid-sized organization with aggressive timelines. The applicant must have strong knowledge and experience developing and maintaining our website employing SEO. With an energetic, ownership mentality, professional presence with excellent oral and written communication skills, the Director of Marketing & Communications must:</p> <ul style="list-style-type: none"> • Be comfortable with technology, and proficient in use of Microsoft Office programs and graphic design programs appropriate to assigned tasks • Creates and maintains an always up-to-date sales and marketing collateral library • Develop and design branded marketing communications from hard copy collateral to electronic media (eNewsletter, eBlasts, web updates, advertisements in publications, etc.) to address the company brand, products, and markets served • Develop and disseminate electronic media • Have a strong track record of customer service and advocacy. • Have the skills and experience to provide a broad range of sales and marketing support from development through production. • Maintain unique marketing lists for different market segments by working within contact management software (Microsoft Dynamics) • Manage and analyzes customer satisfaction by product line. • Maximize use of CRM program to achieve MarComm goals • Plan and coordinate professional trade show and other events (4-8 per year), including applying for booth space and services, shipping booth and supplies, negotiating with vendors, developing supporting materials, coordinating with staff regarding travel and hotel accommodations, and keeping records of the event status and expenses. • Takes responsibility for research, self-improvement and ongoing learning as needed to keep SHP Marketing and Communications ahead of the competition. • Wear many hats and be a team player, interacting in a positive manner with prospects, customers, contractors, coworkers and management at all times, • Work effectively in a fast-paced environment with minimal supervision and tight deadlines in a work hard/play hard culture • Work in a collaborative environment to develop advanced PowerPoint presentations for CEO, GoToMeeting™ Webinars, sales presentations and client education; • Work with publishers to get opportunities for exposure, articles, press releases, etc. Coordinates with engineers to obtain data for articles • Writes press releases and drafts, and submits to CEO for approval

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BACKGROUND AND SKILLS REQUIREMENTS:

Education (Check Minimum level)		Experience		Computer Skills	
	High School	x	Healthcare Industry	x	PC (Windows Based)
	Associate Degree in related field	x	Trade Shows	X	MS Word
X	Bachelor degree in related field	x	Conferences	X	MS Excel
	Graduate Degree in related field	x	Public Speaking	x	MS PowerPoint
	Doctorate in related field	x	Presentation Skills		MS Access
Technology Skills			Knowledge of Relational Data Base Structure	X	Microsoft Dynamics CRM
	Microsoft ASP.NET		Cold Calling		Microsoft SQL Server 2005 & 2008
	Microsoft VB.NET	x	GoTo Meeting	X	Ms Project
	Visual Studio .NET (2003/2005/2008)	x	Teleconferencing	X	MS Visio
	SQL Server 2000/2005/2008	x	Webinars	X	Dreamweaver
	XML and .Net Webservice Technology			X	Sharepoint
	Extensive web programming			X	Adobe Acrobat Professional
					SQL Server Queries
				X	Adobe CS4 Design Suite

SPECIAL CONDITIONS OF EMPLOYMENT (Licenses, certificates, credentials, altered work schedules, furloughs, travel, etc.)

Knowledge, Skills, Abilities, and Experience:


- Healthcare "marcomm" experience
- Have a professional portfolio available for viewing which demonstrates ability to communicate successfully across a wide variety of communication styles; excellent writing capabilities; superb layout, use of color, formatting, etc.

ESSENTIAL DUTIES OF THE JOB

PERCENT OF TIME	FREQUENCY	ESSENTIAL DUTIES* (List in order of importance)
100	Daily	Marketing Communication Director Implements, monitors and evaluates marketing communications strategy, including advertising, promotions, and public relations to support the marketing objectives and maximize the positive exposure in local, national and global markets.

NON-ESSENTIAL DUTIES OF THE JOB

PERCENT OF TIME	FREQUENCY (d,w,m,q,y)	NON-ESSENTIAL DUTIES
		None

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REQUIREMENTS:

"F" for frequently; "O" for occasionally; "N" for not at all.

PHYSICAL		Must carry/lift loads of:		ENVIRONMENTAL
On the job the employee must:		X	Light (up to 25lbs.)	On the job the employee:
X	Bend		Moderate (25-50lbs.)	Is exposed to excessive noise
X	Sit		Heavy (over 50lbs.)	Is around moving machinery
X	Kneel/Squat			Is exposed to marked changes in temperature and/or humidity
X	Stand	MENTAL		
X	Walk		On the job the employee must be able to:	Is exposed to dust, fumes, gases, radiation, microwave (circle)
	Crawl			
X	Climb Stairs, Steps	X	Read/comprehend	Drives motorized equipment
X	Push/Pull	X	Write	
X	Handle objects (manual dexterity)	X	Perform calculations	
		X	Communicate orally	X Works in confined quarters and is subjected to typical office noise
X	Reach above shoulder level	X	Reason and analyze	
X	Use fine finger movements			
	Other:		Other	Other