

**NORTHEAST MONTANA HEALTH SERVICES
JOB DESCRIPTION
Director of Marketing**

NAME: _____

ACCOUNTABLE TO: VP of Support Services

PURPOSE OF YOUR JOB POSITION

The primary purpose of your job position is to develop, establish and maintain marketing strategies to meet organizational objectives. Maintains effective management of the marketing, advertising and promotional activities of the organization.

Every effort has been made to make your job description as complete as possible. However, it in no way states or implies that these are the only job duties that you will be required to perform. The omission of specific statements of duties does not exclude them from your position if the work is related, similar, or a logical assignment to your position.

WORKING CONDITIONS

1. Is subject to sitting, standing, bending and lifting intermittently throughout working hours.
2. Is subject to emotionally upset personnel, public, etc.
3. Is subject to frequent interruptions.
4. Is willing to work beyond normal working hours, weekends as needed. Must be able to work flexible hours.
5. Must travel between all campuses of NEMHS. Will need a personal vehicle and current driver's license to travel between NEMHS campuses.
6. Office location is in Poplar. Must be at office location at least 4 days per week.

ESSENTIAL JOB FUNCTIONS & QUALIFICATIONS

1. Must possess a high school diploma or its equivalency.
2. Preferable to have at least two years' experience in marketing or related job position.
3. Must have computer skills and knowledge of various computer software programs such as Photo Shop.
4. Must be comfortable working with the public and have good communication skills.
5. Must be able to read, write, speak, and comprehend the English language.
6. Must be able to see and hear, or use prosthetic devices that will enable these senses to function adequately to assure that the requirements of the position can be fully met.

7. Must work well without direction, supervision, have personal integrity, and have the ability to work well with the public, civic organizations, physicians, and co-workers.
8. Must maintain confidentiality at all times.
9. Must be in good general health and demonstrate emotional stability. Must be able to cope with the mental and emotional stress of the position.

MAJOR RESPONSIBILITIES

Standards:

1. Will abide by and embed into our daily interaction with staff and community our Service and Work Force Standards

External Communications:

1. Plans and implements advertising programs that target NEMHS healthcare strategies and specific projects.
2. Press releases to appropriate media sources that include our service area.
3. Radio spots as needed and appropriate.
4. Organizing and conduct radio and TV interviews for special projects through local and regional TV stations as appropriate.
5. Advertises and promotes new providers to NEMHS
6. Advertises and promotes new services to NEMHS
7. Attends all NEMHS sponsored/co-sponsored events taking pictures to capture the event
8. Develops marketing strategies for new events and services.
9. Utilizes social media such as Face Book, Twitter to market NEMHS events and services
10. Develops video coverage for events to post on NEMHS platforms.
11. Maintain and grow strong networking and business relationships within the community in a professional and positive manner.

Promotes NEMHS in its service to the community:

Specific projects include but are not limited to:

1. REACH program
2. Community events such as Wild West Days and Wolf Point Stampede
3. Fun Run
4. Ems Bash
5. Tough Enough to Wear Pink Campaigns
6. NEMHS events

Serves as the Public Information Officer:

1. The Director of Marketing shall serve as the Public Information's Officer in the event of an NEMHS disaster.

Internal Communication:

1. Determine and manage the marketing budget.
2. Deliver marketing activity within budget.
3. Work closely with all departments, translating their objective into campaigns for community and employee awareness. Promoting our assets in regards to services.
4. Responsible for developing Department Brochures as requested.

General management responsibilities:

1. Responsible for developing NEMHS quarterly newsletter.
2. Responsible for developing Annual Report
3. Member of Employee committee
4. NEMHS events such as Employee of Year parties/Christmas
5. Develops an annual calendar of National and NEMHS sponsored healthcare events.

Miscellaneous:

1. Attends all department manager meetings on a monthly basis or as called.
2. Responsible to take monthly minutes of Department Manage meeting and post them via email.
3. Attends employee committee meeting as appropriate.
4. Follows NEMHS personnel policies.
5. Follows all OSHA and Infection Control policies as set forth.
6. Attends mandatory in-service education as directed.
7. Follows all corporate compliance
8. Follows all HIPAA Policies.
9. Follows all Hazcom/Blood Borne Pathogens Policies.

I have read and understand the above job description. I understand that all listed responsibilities are essential job functions for this position, and I agree to abide by those duties and responsibilities.

Supervisor

Date

Employee

Date