



Murray County Medical Center Position Description

Classification:	Marketing Manager
Department:	Marketing
Location:	Murray County Medical Center
Reports to:	Director of Human Resources
FLSA Classification:	Salaried/Exempt

Position Purpose

Marketing Manager is responsible for MCMC's marketing department which includes leading, managing and executing marketing communications, branding and community/public relations. Responsible for monitoring and evaluating MCMC data, market data and current marketing and health care trends to create a successful targeted marketing communications strategy and supporting objectives. Required to engage and work with local businesses and the community. Responsible for planning and delivering the public relation/community activities and events for the year.

Essential Duties and Responsibilities

1. Monitor, interpret and apply current market data and research, marketing communication trends for health care and MCMC operational goals.
2. Create a strategic marketing communications plan that supports the overall vision of MCMC- to increase patient acquisition, improve overall patient experience and enhance brand perception.
3. Marketing communications plan consists of inbound (digital/online) and outbound (mostly offline) strategies and tactics that will promote MCMC's most profitable service lines and providers/clinic. This plan and tactics will be monitored and measured monthly/quarterly.
4. Responsible for the content strategy to support the marketing plan through graphic design/layout, delivery and evaluation of the marketing communications plan and tactics, design marketing/ad content, writing and lining up content for blogs, advertorials, radio ads, organizing video shoots with videographer and writing scripts, lining up subject matter experts for Facebook videos, etc.
5. Ensure professional brand standards are established and adhered to across all marketing communications (print, online, communications, messaging, etc.).
6. Establish, plan, and deliver educational and community activities and events that align with and support the overall Marketing Communication Plan & MCMC Business Goals.
 - a. Work with community organizations, vendors, department managers and staff to obtain accurate information of the activity/event.

- b. In charge of communication of event to Local TV Channels, Radio (writing radios ads if needed and lining up recording), Newspaper advertorials, Murray County and Slayton Chamber websites.
7. Serve as Community Liaison
 - a. Attend, belong, and be an active member in organizations in the community, (E.G. Chamber Board, Kiwanis, ECI Board, Foundation etc.) attending scheduled meetings/events.
8. Responsible for fulfilling internal and external requests for promotional items. Monitor inventory levels and place orders as needed.
9. Maintain/Enhance online reputation management with third party vendors and ensure prompt responsiveness/delegation of communication of web chat feature.
10. Maintain/update MCMC website with new content such as providers, services, blog posts and events.
11. Attend monthly MCMC Board Meetings.
12. Responsible for the marketing departments' annual budgetary responsibilities and keeping expenses within that budget with monthly review and clarification of discrepancies to CFO.
13. Must be able to travel to activities/events.
14. Other duties as assigned.

Job Activities

<i>Percent of Job</i>	<i>Major Activity</i>
35%	Market MCMC's Prioritized Service Lines, Providers & Clinic
30%	Create, update, deliver and distribute marketing materials
35%	Partner and grow relationships with organizations and businesses in target market areas that align with marketing and PR strategy. Being visible in the community. Planning and delivering community activities/events.

Total: 100%

Education and Experience

- Bachelor's Degree with marketing major or related field.
- 5+ years previous experience in digital marketing/marketing communications preferred.
- 1-3 years management experience preferred.
- Experience in establishing, monitoring and evaluating marketing communications strategy, tactics in content marketing/online marketing and social media marketing.
- Design experience preferred in using software such as: Adobe InDesign, Illustrator, and/or Photoshop.
- Experience in public relations and fundraising helpful.
- Previous writing experience, on a variety of topics, required.
- Must complete mandatory educational requirements as directed by MCMC.

Requirements

- Experienced in strategic marketing communication planning and execution
- Expertise in digital/online marketing - specifically inbound marketing and content marketing
- Ability to adapt to various writing and/or advertising styles.
- Able to prioritize, work on multiple projects, and simultaneously meet deadlines while managing unexpected situations.
- Management and collaboration skills.
- Problem solving, negotiating, and seeking alternative outcomes.
- Ability to function effectively under stressful situations.
- Strong interpersonal skills, public relations skills, critical thinking, accurate decision making, and good organizational skills.
- Outgoing and able to relate positively and professionally with co-workers, other departments, patients, and the public.
- Possess excellent verbal and written communication skills.
- Ability to work independently but interdependently with limited supervision.
- Must be flexible to change and have the ability to work effectively in a team environment.
- Ability to maintain complete confidentiality.
- Take pride in MCMC, its missions, values, and goals while representing our facilities positively in the workplace and community.

Working Conditions and Physical Demands

- Able to sit, stand and walk continuously, bending and stooping occasionally, and kneeling, squatting, and working with arms above shoulders intermittently.
- Frequently required to carry or lift up to 25 pounds and occasionally 25 to 60 pounds, with pushing/pulling up to 35 lbs.
- Requires continuous keyboarding with frequent repetitive motion.
- Continuous attention to moderate to high detail and deadlines.
- Exposed to stressful situations and must exert self-control when dealing with employee, patient, or public complaints.
- Must be able to travel to activities/events.
- Requires ability to effectively communicate via email, phone, face-to-face.
- Ability to concentrate on work tasks amidst distractions.
- Must have acute vision for reading, reviewing materials creating/proofreading, and for working on the computer.
- Able to hear ordinary conversations, in person and/or on phone.
- Must be comfortable to speak in public and on an ongoing basis represent MCMC.

Equipment Operation

- Must be proficient in office equipment, including computer, computer software, design software, telephone, printer, copier, scanner and fax.
- Frequently required to travel using personal vehicle to attend meetings, running errands, etc.

Supervisory Responsibilities

N/A

Employee Signature: I have read and agree that I can perform the essential functions of this position.

Print Name

Signature

Date

Manager or HR Rep. Signature

Date