



**Creating and Inspiring Healthier Lives.**

Position Title:	Marketing Event Strategist
Department:	Business Development
Supervisor:	Chief Strategic Officer
Supervisory Responsibilities:	None
FLSA Status:	Exempt

### **Summary:**

The Marketing Event Strategist will design, plan and execute creative marketing events, fundraisers and other outreach and awareness campaigns for Alluvion Health and its subsidiary agencies to raise funds, increase community awareness and boost brand awareness. Develop social media content, scheduling, and campaigns in support of events. Coordinate with marketing department for development of social media strategy, email campaigns, digital marketing, etc. around events and fundraisers. Design and create events for a variety of target audiences in support of agency strategic initiatives, ensuring events are accessible, diverse, and overall reflective of organizational mission and vision. Plans, coordinates, contracts all aspects of the events to ensure efficient and effective operations. Effectively plans for potential scenarios that could impact the integrity of the event and addresses accordingly. Builds community relationships and develops and secures event sponsorships as appropriate for the occasion and maintains a working knowledge of the complex needs of a wide variety of events. The Marketing Event Strategist will assist in the development and execution of Alluvion Health’s internal and external communication plans.

### **All employees will exhibit the following behavioral traits:**

#### *Integrity and Trust*

Individual is widely trusted and can present information and discuss situations in an appropriate and helpful manner, keeps confidences, admits mistakes, doesn’t misrepresent him/herself for personal gain. Is respectful in action and communication with clients, patients and staff.

#### *Mission Integration*

Adheres to the organization’s mission during times of ease or challenge, is dedicated to the expectations and requirements of the mission and vision, acts in line with the values identified by Alluvion Health.

#### *Team Relations*

Understands and supports the team approach and integrated model of Alluvion Health. Is seen as a team player, cooperative and supportive of his/her coworkers, practices what he/she preaches. Can be candid with peers and fosters open dialogue. Creates a feeling of belonging on the team and holds self and team accountable to those behaviors.

### **Essential Job Responsibilities:**

1. Creates and maintains respectful partnerships with employees and partner agencies;
2. Assists in the execution of the communication plan internally and externally;
3. Develops and manages social media platforms including but not limited to Facebook, Twitter, LinkedIn, etc. to support Alluvion Health's strategic initiatives;
4. Design, plans and executes creative marketing events, fundraisers and other outreach and awareness campaigns for Alluvion Health and its subsidiary agencies;
5. Develops targeted plans to raise funds, increase community awareness and boost brand awareness;
6. Designs sponsorship proposals tailored for each event and sponsor identifying ask and benefits of sponsorship;
7. Develops and tracks metrics for measuring engagement and outcomes of marketing activities;
8. Establishes and maintains relationships with vendors and venues;
9. Aligns marketing initiatives with the organization's strategic plan;
10. Ensures events are accessible, diverse, and overall reflective of organizational mission and vision;
11. Plans, coordinates, contracts all avenues of the events to ensure efficient and effective operations, including vendors, performers, contracted services and other staff necessary for each event;
12. Designs and develops outreach materials in support of events, ensuring brand integrity across events and campaigns;
13. Works with leadership to identify appropriate budget and maintains fiscal accountability to established budget;
14. Leads organization participation in outreach events;
15. Incorporates Alluvion Health's mission and vision in marketing initiatives;
16. Follows organization policies and procedures;
17. Maintains confidentiality of sensitive information;
18. Establishes and maintains productive working relationships with fellow employees, supervisors, and the public;
19. Provide leadership to all sites within the Alluvion Health system;
20. Provides leadership, conflict resolution, motivation and promotes teamwork of employees in achieving organization goals;
21. Assists other members of the management team in developing ongoing management objectives;
22. Familiarity with, adheres to, and ensures employee manuals, job descriptions, Alluvion Health's policies and procedures, manuals, OSHA, HIPAA, CLIA and Alluvion Health's regulations are maintained and followed by every staff member;
23. Participates in community outreach projects as coordinated with the Executive Team;
24. Works with CFO, department directors and managers on the preparation and development of their budgets;
25. Responsible for completing various special projects/events, which may require reviewing and analyzing information, identifying problems, recommending solutions and writing reports;

26. Performs a variety of other duties as assigned; which may include but are not limited to directing or participating in special projects and events, conducting research, representing Alluvion Health at meetings and conferences, and attending continuing education and training events.

**Knowledge, Skills and Abilities:**

*Knowledge and understanding of:*

- Event planning;
- Social media campaigns;
- Marketing strategies;
- Market research;
- Website maintenance;
- Visual marketing;
- Cultural sensitivity;
- HIPAA Privacy and Security Rules.

*Skills in:*

- Contract and rate negotiations with vendors, performers and venues;
- Decision making and effectively problem solving;
- Effective communication and presentation skills with diverse populations and demographic backgrounds;
- Establishing effective working relationships with other Alluvion Health departments, employees, Federal and State agencies, private agencies, and the general public;
- Working independently and being self-motivated while performing job requirements;
- Time management and organization;
- Computer use to manage data to meet essential job requirements;
- Customer service;
- Effective written and verbal communication.
- Intermediate to advanced skills in Microsoft Excel, Word, Outlook, Windows, Internet.

*Ability to:*

- Provide leadership;
- Maintain confidentiality;
- Work independently and plan projects;
- Communicate effectively orally and in writing;
- Observe required work hours;
- Demonstrate punctuality;
- Adapt to changes in the work environment, managing competing demands, changes approach or method to best fit the situation;
- Deal with frequent change, delays and or unexpected events;

- Work flexible schedule to accommodate organizational needs, may include some evening or weekend hours;
- Adhere to a high degree of confidentiality and sensitivity towards patients involved;
- Work independently with little direction but also work as a team;
- Read and comprehend materials;
- Analyze and compile information;
- Occasionally lift up to 50 pounds;
- Pass a criminal background check;
- Meet established timelines and/or deadlines;
- Observe established lines of authority;
- Identify problems that adversely affect the organization and its functions;
- Offer suggestions for improvements.

### **Education/Training/Qualifications:**

#### *Education/Training:*

- Bachelor's Degree in Marketing, Communications, Business Management, or closely related field **and** three (3) years of experience in events planning;
- **Or** an equivalent combination of related education and experience totaling five (5) years **and** two (2) years' experience with event planning in a related field.
- Master's degree in Marketing, Communications, Business Management, or closely related field preferred.
- Experience in a Federally Qualified Health Center or Healthcare setting preferred.

#### *Certifications:*

- Valid Driver's License issued by the State of Montana.

#### *Computer:*

- Intermediate to advanced software knowledge in Excel, Access, Word, Outlook and the ability to learn and adequately operate Alluvion Health software applications.

### **Language Skills:**

Fluent in the English language. Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints.

### **Physical Requirements:**

- 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.

- The employee is regularly required to sit and use hands and fingers to provide care to patients and operate computer;
- Frequently is required to reach with hands and arms;
- Must occasionally lift and/or move up to 40 pounds while transporting equipment and supplies;
- Specific vision abilities required by this job include close vision and looking into monitors for extended periods of time and ability to adjust focus which permits the employee to perform computer procedures, and to produce and review a wide variety of documents, correspondence, reports and related materials in both electronic and printed form;
- Clarity of speech and hearing that permits the employee to communicate well with others;
- Mobility that permits the employee to move about in a variety of building settings; Personal mobility that permits the employee to enter, operate and exit motor vehicles and travel to other clinic sites.

**Working Conditions:**

- Work indoors in climate-controlled environment 95% of the time.
- OSHA Exposure Category #2 (*The normal work routine involves no exposure to blood, body fluids, or tissues, but exposure or potential exposure may be required as a condition of employment.*)

**Work Hours:**

- Full-time, Exempt. Typically, a 40-hour work week but likely to exceed 40 hours on weeks of large events.

**Comments:**

This description is intended to describe the essential job functions and the essential requirements for the performance of this job. It is not an exhaustive list of all duties, responsibilities and requirements of a person so classified. Other functions may be assigned, and management retains the right to add or change the duties at any time.

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Employee Signature

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Date

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Immediate Supervisor

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Date

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Human Resources Signature

Date