



**Creating and Inspiring Healthier Lives.**

Position Title:	Communications and Marketing Director
Department:	Community Development/Outreach
Supervisor:	Associate Vice President of Business Development
Supervisory Responsibilities:	Marketing/Outreach Staff
FLSA Status:	Exempt

**Summary:**

The Communications and Marketing Director will assist in the development and execution of Alluvion Health’s marketing activities. The Communications and Marketing Director is responsible for providing guidance to the marketing department by evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating the marketing plans to those involved, and building awareness and positioning for Alluvion Health’s brands.

**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, and 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. Manages the brand presence of Alluvion Health's subsidiary entities, including, but not limited to the Alluvion Health Foundation, Adlera Lab, Alluvion Health Clinical Services, etc.;
4. Develops and manages social media platforms in conjunction with the Public Relations and Social Media Specialist including but not limited to Facebook, LinkedIn, etc. to support Alluvion Health's strategic initiatives;
5. Develops and manages earned media in conjunction with the Public Relations and Social Media Specialist;
6. Maintains accuracy of Alluvion Health's website;
7. Develops and tracks metrics for measuring engagement and outcomes of marketing activities;
8. Aligns marketing initiatives with the organization's strategic plan;
9. Designs and develops outreach materials;
10. Leads organization participation in outreach events along with Events and Outreach Coordinator;
11. Ensures brand integrity and consistency across the organization;
12. Incorporates Alluvion Health's mission and vision in marketing initiatives;
13. Leads the development of creative marketing;
14. Supports executive team in development of recruitment materials and recruitment efforts;
15. Follows organization policies and procedures;
16. Maintains confidentiality of sensitive information;
17. Establishes and maintains productive working relationships with fellow employees, supervisors, and the public;
18. Provide leadership to all sites within the Alluvion Health system;
19. Remain knowledgeable of support staff's roles and responsibilities, as well as all areas of practice to provide continuity of services during position vacancies;
20. Provides leadership, conflict resolution, motivation and promotes team work 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;
27. Performs duties efficiently and effectively;

## **Knowledge, Skills and Abilities:**

### *Knowledge and understanding of:*

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

### *Skills in:*

- Decision-making and effectively problem-solving;
- Decision making which may have moderate to major impact on the operation of program and/or agency;
- 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;
- Project management;
- 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:**

- Master’s Degree in marketing, communications, business or closely related field, or Bachelor’s Degree with ten (10) years of experience in marketing.
- Experience managing employees required.
- 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 - 45 hour workweek.

**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.

_____ Employee Signature	_____ Date
_____ Immediate Supervisor	_____ Date
_____ Human Resources Signature	_____ Date