



Director of Marketing

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JOB TITLE: Director of Marketing

FLSA STATUS: Salaried, Exempt

REPORTS TO: President

SUPERVISION EXERCISED: None

GENERAL SUMMARY OF DUTIES:

Duties will vary in accordance with title. The Director of Marketing responsibilities include all aspects of marketing including planning, directing and coordinating the marketing of the organization's products and or services. **SUMMARY OF DUTIES RESPONSIBILITIES:** (This list may not include all of the duties assigned).

- Establishing marketing goals to ensure share of market and profitability of products and services.
- Develop and execute marketing plans and programs, both short and long range to ensure the profit growth and expansion of products and services.
- Research, analyze and monitor client factors to capitalize on marketing opportunities.
- Research, analyze and monitor competitive and market factors to capitalize on marketing opportunities.
- Schedules and plans all conferences and trade shows.
- Plans and oversees the company's advertising/marketing activities including print, direct mail, and e-mail blasts.
- Maintains company website.
- Coordinates production of promotional materials.
- Evaluates market reactions to marketing programs to ensure adjustment of marketing strategy and plans to meet changing market and competition.
- When needed, modify and test XML files for data submission along with simple data migration and conversions from/to numerous and simple data sources
- When needed, work on sales leads and support large client sales and implementations.
- Maintains professional and technical knowledge by attending educational workshops, courses, conferences and reviewing professional publications.
- Perform other job duties as assigned.
- Maintain compliance with all company policies and procedures.

MINIMUM JOB REQUIREMENTS AND QUALIFICATIONS:

4 year degree from accredited college or university and exceptional hands-on experience in marketing



Position requires a minimum of two years of healthcare experience.

Individual must be extremely organized, have the ability to multitask and prioritize, communicate well within all levels of the organization, and be proficient in the customer skills defined above, with an understanding of physician practice management systems and electronic medical record applications.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

- Excellent verbal and written communication skills, including ability to effectively communicate with internal and external clients.
- Excellent computer proficiency (MS Office – Word, Excel and Outlook).
- Ability to be self-directed and take ownership of all responsibilities to completion.
- Strong presentation skills.
- Must be able to work under pressure and meet deadlines, while maintaining a positive attitude.
- Outstanding interpersonal skills.
- Strong knowledge of Medical Information technology and healthcare industry.
- Ability to apply strong customer focus in support of healthcare applications.
- Ability to provide exceptional customer support in an efficient, scalable, and maintainable manner.
- Flexible, fast-paced, think-on-your feet mindset with a sharply focused analytical eye for detail, pragmatism and elegance.
- Knowledge of HIPPA requirements, including EDI, privacy and security regulations.

TYPICAL PHYSICAL DEMANDS: Requires prolonged sitting, some bending, stooping and stretching. Requires eye – hand coordination and manual dexterity sufficient to operate a keyboard, photocopier, telephone, calculator and other office equipment. Requires normal range of hearing and eye sight to record, prepare and communicate appropriate reports. Lifting of equipment not to exceed 20 pounds.

WORKING CONDITIONS AND PHYSICAL EFFORT:

- Work is normally performed in the office work environment, although some virtual work is permissible.
- Very limited physical effort required.

**Please contact jobs@ReportingMD.com. No phone calls will be accepted.
Professionals seeking employment only please.**