



**Director of Planning, Marketing and Public Relations
JOB DESCRIPTION**

Position Title:	Director of Planning, Marketing, and Public Relations	Exemption Status:	Exempt
Job Classification:	Full-time	Job Code:	
Department:	Marketing and Public Relations		
Reports to:	Chief Executive Officer		
Last Update:	June 29, 2017		

Job Summary

The Director of Marketing, Planning and Public Relations will serve as the chief public relations officer for Roosevelt County Special Hospital District providing support for Roosevelt General Hospital and RGH Physicians Clinic. Marketing activities include providing market analysis and designing strategies to design product lines that exceed customer expectations. This position is responsible for internal and external public a relations that enhance employee engagement and create positive public impressions. This person is responsible for coordinating the annual strategic planning refresh activities. Also serves as the principle Web master for the Internet and Social Media.

Essential Functions

- Promote the mission, values, and vision of the hospital
- Design, implement, and facilitate annual strategic and marketing plan for the organization
- Support and facilitate development and implementation of selected business/marketing plans
- Translate business unit objectives and strategies to develop brand portfolio objectives and strategies.
- Plan and administer the organization’s Marketing Operations budget
- Support development of product line marketing budgets
- Manage Marketing Suppliers
- Negotiate with media agents to secure agreements for translation of materials into other media
- Edit materials according to specific market or customer requirements
- Develop promotional materials including marketing collateral materials and print media
- Maintain a consistency throughout all communications
- Manage speaking opportunities and awards programs for physicians and staff
- Serve as company spokesperson and/or Chief Information Officer
- Draft and edit press releases and by-line articles to a high standard consistent with company massaging and editorial guidelines
- Respond to inquiries from the press
- Publicize high-profile media coverage on the organizations website and maintaining the site on the intranet
- Provide counsel to senior executives on messaging and media relations; host media interviews
- Identify, negotiate, and manage significant strategic partnerships, alliances, and relationships that support the organization’s current and emerging directions
- Manage day-to-day activities with PR, press and marketing communications agencies

- Maintain department costs within budget parameters
- Provide leadership for the RGH Foundation
- Serves as a liaison to the Hospital Auxiliary

Non-Essential Functions

- Perform other duties as assigned.

Professional Requirements

- Adhere to dress code, appearance is neat and clean.
- Complete annual education requirements.
- Maintain patient confidentiality at all times.
- Report to work on time and as scheduled.
- Wear identification while on duty.
- Maintain regulatory requirements, including all state, federal and local regulations.
- Represent the organization in a positive and professional manner at all times.
- Comply with all organizational policies and standards regarding ethical business practices.
- Communicate the mission, ethics and goals of the organization.
- Participate in performance improvement and continuous quality improvement activities.
- Attend regular staff meetings and in-services.

Qualifications

- Bachelor's degree in communications, marketing, or a related field.
- Master's degree preferred.
- Minimum of 5-7 years of relevant marketing and public relations experience
- Demonstrated success in implementing media campaigns, including social media
- Demonstrated success in securing media coverage in a variety of outlet types
- Demonstrated track record of developing successful working relationships with the press
- Experience in developing successful creative consumer campaigns
- Experience working closely with senior level executives
- Excellent written and oral communication skills required
- Ability to manage multiple projects and demands at one time
- Excellent writing skills, with a high level of attention to detail required
- Strong interpersonal skills, ability to develop relationships and communicate with all levels of management

Knowledge, Skills, and Abilities

- Knowledge of marketing and public relation services.
- Knowledge of strategic planning process to ensure strategic goals and objectives are current, relevant and aligned with mission, vision, and values.
- Strong organizational and interpersonal skills.
- Ability to use good judgment in determining work assignments
- Ability to determine appropriate course of action in more complex situations.
- Ability to work independently, exercise creativity, be attentive to detail, and maintain a positive attitude.
- Ability to manage multiple and simultaneous responsibilities and to prioritize scheduling of work.
- Ability to maintain confidentiality of all personnel, financial, and other information.
- Ability to complete work assignments accurately and in a timely manner.
- Ability to communicate effectively, both orally and in writing.
- Ability to handle difficult situations involving customers, physicians, or others in a professional manner.
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Physical Requirements and Environmental Conditions

- Work irregular hours including after hours
- Work under stressful conditions and under extreme pressures
- Work in varying degrees of temperature (heated or air conditioned).
- Position requires sitting for approximately 4-6 hours per day and walking for 2 hours per day.
- Position requires light to moderate work with 50 pounds maximum weight to lift and carry.
- Position requires reaching, bending, stooping, and handling objects with hands and/or fingers, talking and/or hearing, and seeing.
- Manual and finger dexterity

- Hand and eye coordination
- Corrected vision and hearing to within normal range

General Sign-off

The employee is expected to adhere to all agency policies and to act as a role model in adherence to agency policies.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities.

I have read, understood and had the opportunity to ask questions regarding this position description.

Employee's Signature

Date