



Director, Marketing

Reports to: Associate Chief of Operations
Department: Marketing
E/NE Status: Exempt
PT/FT Status: FT

The Society of Hospital Medicine (SHM) is a national non-profit organization, representing over 17,000 hospitalists and the patients they serve. Hospital medicine is the fastest growing medical specialty in modern healthcare, focused on the delivery of comprehensive medical care to hospitalized patients. SHM is dedicated to promoting the highest quality care for all hospitalized patients and overall excellence in the practice of hospital medicine through quality improvement initiatives, diverse education offerings, advocacy and research.

SHM's home office is located in Philadelphia's vibrant Spring Garden neighborhood, just north of Center City, near both parking and public transportation. SHM's culture embraces collaboration, innovation and a strong entrepreneurial spirit. Successful employees are comfortable with rapid change within healthcare, proactively solve problems, enjoy a fast-paced approach and thrive on interacting with diverse teams.

SHM's employees drive strategic growth, program management and customer service across the organization by creating and sustaining innovative, member-centric programs across its key program areas. These including SHM's live and digital educational offerings, practice management initiatives, advocacy efforts and more. In addition, SHM's unique Center for Quality Improvement drives improved patient care by spreading evidence-based quality improvement interventions and developing leadership skills and knowledge through key partnerships with national organizations, foundations and industry.

For more information about SHM and hospital medicine, visit www.hospitalmedicine.org.

Description

The Director of Marketing has both strategic and functional management responsibility for all aspects of the Society's marketing program. Through management and oversight of staff, this position is responsible for the development of a comprehensive annual marketing strategy and implementation of the resulting departmental marketing plans to be completed throughout the year.

As the primary advisor to Executive Management in these areas, this position is responsible for monitoring performance (of both employees and department as a whole), providing analysis and initiating adjustments as warranted due to both internal and external factors and variables.

Responsibilities

- Exercising management/oversight of marketing department staff and daily operations



- Maintaining a thorough understanding of SHM's products and services and relevant audiences, acting as the internal advocate for SHM's diverse member and customer base.
- Overseeing development and execution of annual marketing strategies and related tactical plans/policies, ensuring that expenses are within approved budget parameters and exceed revenue targets, initiating adjustments as warranted due to market conditions
- Providing analysis and strategic council to business owners, as well as executive management, on organizational performance and industry trends.
- Works in collaboration with Director, Communications and Communications team to ensure that campaigns are meeting deadlines and are integrated throughout both teams.
- Overseeing market research and evaluation functions relative to marketing programs.
- Identifying key areas of market opportunity and market viability of SHM products, events and services.
- Hiring and managing third-party consultants and service providers, as needed.

Skills Needed

- BA/BS degree required
- 5-7 years of increasing responsibility in a healthcare marketing or association setting
- 3-5 years' experience as lead marketing strategist with proved success in strategic plan development and implementation
- A minimum of three years' experience in managing staff
- Ability to gain internal support for strategies that encompass multiple product lines & constituencies
- Ability to identify, research and develop compelling story lines for use in multiple marketing channels
- Experience in working with publications – both on advertising and editorial
- Experience in consultative selling environments
- Superior writing and creative skills
- Proven excellence at organizational development
- Demonstrated success at exceeding revenue targets and expense management
- Experience working within organizational databases and with marketing solutions
- Excellent quantitative and qualitative skills in calculating and interpreting marketing, as well as general business, metrics

SHM is an Equal Opportunity Employer and does not discriminate on the basis of race, gender, ethnicity, religion, sexual orientation, national origin, age, physical or mental disability, or veteran status. SHM offers full-time employees a very competitive benefits package.

How to Apply:

Interested candidates should send a resume and cover letter including salary requirements to: hr@hospitalmedicine.org