



Director of Marketing

POSITION SUMMARY: MAJOR TASKS, DUTIES, AND RESPONSIBILITIES	
<p>Responsible for the execution of all marketing and public relations activities, establishing and maintaining constructive lines between community, physicians and the hospital. Responsible for implementing and successfully maintaining branding efforts, media relations, electronic and print communications, marketing and promotions, and executive communications. The key objective for the Director is to use communication and marketing strategies and techniques to influence the media, and to continue to position AMC as the invaluable choice for healthcare needs</p>	
POSITION QUALIFICATIONS:	
<p>Must be able to read, write, and communicate effectively in English.</p> <p>Bachelor's Degree in Business or Marketing preferred.</p> <p>Skilled and influential online and savvy with social media marketing.</p> <p>Data savvy and ability to apply analytical thinking to marketing campaigns.</p> <p>Data skilled –Ability to grasp the strategy behind the use of technology and be able to fully leverage the tools given.</p> <p>Researcher - Ability to quickly find information, crowd-source, gather relevant data points. Ability to stay on top of industry trends and key insights.</p> <p>Excellent customer service skills</p> <p>Skilled in writing formatting, keywords and choosing attention grabbing visuals.</p> <p>Collaborative-ability to develop strong bonds with others, managing vendor/customer relations.</p> <p>Communication- Open communication is critical.</p> <p>Leadership Skills</p> <p>Multi-tasking</p>	
CONTACTS:	
<p>Supervises: Volunteers</p>	