



744 Horizon Ct, Ste 210  
Grand Junction, CO 81506  
970-248-0033  
www.qualityhealthnetwork.org

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## Communications and Marketing Manager – Job Description

- Serves under and reports to the Executive Director

### PURPOSE:

The Communications and Marketing Manager

- Develops strategic marketing/communication plans and implements marketing projects in accordance with Quality Health Network's strategic plan
- Is responsible for matters related to the organization's marketing, public and community relations, advertising, internal and external communications.
- Serves to promote QHN to a number of audiences including (but not limited to) health care providers, the business community, current QHN users, and the general public.
- Utilizes a variety of communication tools to help educate others about the value of QHN, Health Information Exchange and other topics deemed appropriate in promoting health.
- Assists the Clinical Operations Director in scheduling, developing support materials and organizing clinical projects and training webinars

### RESPONSIBILITIES & DUTIES:

#### 2. Marketing:

- a. Works in close collaboration with Senior Leadership to develop and implement all marketing efforts in accordance with QHN's strategic plan.
- b. Serves as counsel in matters related to marketing plans, advertising, community/public relations, internal and external communications, and major event planning.
- c. Develops strategic and tactical marketing and communication plans for the organization to complement and advance strategic business objectives.
- d. Develops departmental budget and operates within budget parameters.
- e. Serves as the brand steward and manages all collateral, advertising, and communications to ensure a consistent graphic look throughout the organization.
- f. Implements and measures the success of marketing & communications efforts.
- g. Coordinates the development of all collaterals from concept to execution and distribution (e.g. website, brochures, videos and newsletters).
- h. Serves to generate top-of-mind awareness for the organization.

#### 1. Communications:

- a. Directs positive communication to improve and publicize the image and accomplishments of the organization, interacts with the media, public, employees, visitors, and physicians.
- b. Creates educational and support materials for QHN's Clinical staff and clients including Power Point presentations, instructional sheets, training webinars, and brochures.
- c. Researches topics and identifies resources relevant to HIE, HIT and other health related issues
- d. Prepares written materials, reports or grant applications as assigned.
- e. Responsible for editorial review and distribution of organization publications, including a monthly newsletter.

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- f. Leads website development and design with on-going responsibility for updating content management on a scheduled basis, and produce utilization reports as needed.
- g. Creates user surveys and other opportunities for stakeholder feedback using Constant contact or other survey tools. Compiles survey results and generates reports and presentations.
- h. Represents QHN with community, and other professional, strategically significant, organizations.
- i. Create and edit QHN job descriptions and employee biographies, post job openings.
- j. Plans, organizes, and coordinates QHN education conference and other events including event conceptualization, logistics (venue, food, etc.), create and disseminate promotional materials display material and oversee execution of event.

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## **3. Media relations:**

- a. Oversees proactive and reactive media relations to enhance perception of the organization.
- b. Serves as a facility media spokesperson as appropriate; determines appropriateness of media requests for information and formulates the content, timing and manner of media releases in conformance with policies and codes of ethics; works with CEO on corporate communications, as required.
- c. Prepares, writes and issues press releases and stories pertaining to QHN programs and initiatives.
- d. Manages and updates QHN's social media presence including creation of appealing images and compelling content.
- e. Maintains library of press coverage.

## **4. Other duties as assigned.**

## **QUALIFICATIONS:**

**Education:** Bachelor's degree in Communications, Public Relations, English, Marketing or related field preferred.

## **Knowledge & Experience**

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- Minimum of two years' experience in marketing, public relations or non-profit leadership
  - Ability to perform several tasks concurrently with ease and professionalism
  - Working knowledge of current computer technology including Microsoft Office: Publisher, Word, Power Point and Excel. Knowledge of Adobe Suite and other design software is helpful.
  - Familiar with Web Design process and utilization of content management systems.
  - Working knowledge of Facebook, LinkedIn, Twitter and YouTube.
  - Ability to communicate clearly and concisely, verbally and in writing, in English.
  - Must be able to keep client matters strictly confidential.
  - Must have excellent interpersonal skills and customer service skills.
  - Working knowledge of how to gather, analyze, and organize data for meeting business requirements.
  - Good understanding of the organization's goals and objectives.
  - Working knowledge of applicable HIPAA and other data privacy practices and laws.

#### **Personal Attributes**

- Excellent written, oral, and interpersonal communication skills.
- Ability to present ideas in business-friendly and user-friendly language.
- Highly self-motivated and directed, with keen attention to detail.
- Good analytical and problem-solving abilities.
- Able to prioritize and execute tasks in a high-pressure environment.
- Experience working in a team-oriented, collaborative environment.
- Able to adapt to a rapidly changing work environment
- Must have a high tolerance of ambiguity and have the ability to self-direct in such an environment.

#### **Work Conditions**

- Sitting for extended periods of time.
- Dexterity of hands and fingers to operate a computer keyboard, mouse, and to handle other computer components.