

## **Director of Marketing and Branding**

### **Job Summary:**

The Marketing and Branding Director is responsible for supporting the MHA in meeting its communication needs using marketing and branding strategies and tactics. This position will focus heavily on external branding and marketing campaigns, marketing the association's offerings including the trade association and the MHA Service Corporation products and services, including data products, unemployment compensation services and more. This person will also assist with brand journalism efforts. This person will offer B2C and B2B marketing experience and expertise to the association. This position will be located primarily in the MHA Capitol Advocacy Center with the ability for flexible remote work as arranged with the supervisor

### **Responsibilities:**

- Creates and leads a marketing and branding strategy for the association.
- Creates marketing strategies and tactics for key external audiences with the goal of helping MHA achieve success on its strategic action plan. Works with other MHA Communications team members to execute.
- Identify and collect compelling stories that will attract and retain an audience's attention about the MHA's brand and its work, member hospitals/health systems and the issues MHA cares about to turn into content for key audiences. Tools currently available include

website, newsletter, e-alerts, social media, blog and podcast, plus earned and paid media. This position should evaluate the need for other tools to build out a brand journalism strategy.

- Provides marketing expertise and execution to all MHA divisions, including identifying key audiences and effective/innovative tactics, drafting copy, editing and more. This includes information for print and digital.
- Assist our for-profit service corporation in developing marketing strategies for its products and services. This includes marketing for MHA Unemployment Compensation Program, MHA Data Services products, MHA Endorsed Business Partners and more.
- Assists with major meeting materials and event support.
- Provides occasional backup support to other communication functions including monitoring the team inbox, assisting with the editing of e-alerts and the management of the alert schedule, keeping contact lists updated, media relations and more.
- Other duties may include the writing of talking points, scripts, remarks, blog posts and more.

**Required Experience:**

- 7-10 years of experience working in marketing or branding in healthcare, political organizations and/or nonprofit settings
- Demonstrated ability to influence audiences through the use of marketing or messaging campaigns
- AP Style knowledge is critical. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the public.

**Required Education:**

- Bachelor's degree in marketing, public relations, English, journalism, communications or similar.

**Physical Requirements:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**Working Conditions:**

Primarily works in a well-lighted, well-ventilated, tobacco-free environment. The position requires regular travel to meetings and association events and often requires time away from home outside normal working hours.

**Position reports:** SVP Public Affairs & Communications

**Position Classification:** Exempt-Hybrid