



Job Code: 8139

Grade: 24

HCWR: N

Job Title

Director of Marketing

Department

Administration

This position is exempt from Career Service under the CCH Personnel Rules.

Job Summary

The Director of Marketing will serve as organization's lead to develop and implement short- and long-term marketing strategies for the Cook County Health (CCH) brand, its programs, products, and service lines, including its health plan offerings. The Director of Marketing is responsible for building best-in-class multi-cultural marketing ensuring CCH is meeting its patients where there are optimizing available resources. CCH is comprised of two acute care hospitals, a network of community health centers, the CORE Center, Cook County Department of Public Health, CountyCare health plan and Correctional Health Services at the Cook County Jail and the Juvenile Temporary Detention Center.

General Administrative Responsibilities

Collective Bargaining

- Review applicable Collective Bargaining Agreements and consult with Labor Relations to generate management proposals
- Participate in collective bargaining negotiations, caucus discussions and working meetings

Discipline

- Document, recommend and effectuate discipline at all levels
- Work closely with labor relations and/or labor counsel to effectuate and enforce applicable Collective Bargaining Agreements
- Initiate, authorize and complete disciplinary action pursuant to CCH system rules, policies, procedures and provision of applicable collective bargaining agreements

Supervision

- Direct and effectuate CCH management policies and practices
- Access and proficiently navigate CCH records system to obtain and review information necessary to execute provisions of applicable collective bargaining agreements



General Administrative Responsibilities

Management

- Contribute to the management of CCH staff and CCH' systemic development and success
- Discuss and develop CCH system policies and procedures
- Consistently use independent judgment to identify operational staffing issues and needs and perform the following functions as necessary; hire, transfer, suspend, layoff, recall, promote, discharge, assign, direct or discipline employees pursuant to applicable Collective Bargaining Agreements
- Work with Labor Relations to discern past practice when necessary

Typical Duties

- Collaborates with CCH leaders to prioritize, develop and implement integrated marketing strategies to drive growth, retain and grow patients/members, increase brand awareness and improve reputation among various stakeholders but primarily among current and future patients
- Establishes priorities for system marketing and branding initiatives and develops budgets and metrics to define success
- Synthesizes market data to inform strategies that effectively position and drive growth in CCH facilities, service lines and health plan products
- Works closely with CCH's contracted marketing communications firm(s) and other partners to further develop the CCH brand, its products and service lines and any new brands
- Establishes evaluation mechanisms to assess the effectiveness of branding and marketing efforts
- Oversees productions of advertising marketing assets including, but not limited to, broadcast, radio and digital advertising, web content, promotional materials and more
- Drives and facilitates the usage of digital assets for marketing purposes, enhances Search Engine Optimization (SEO)
- Utilizes quantitative and qualitative data to identify levers that will drive growth across the CCH enterprise
- Collaborates closely with the media and community affairs team to strategize and develop communication campaigns that are aligned with CCH goals
- Ensures that appropriate branding standards are developed, implemented and followed and that applicable regulatory and legal requirements are adhered to across all marketing efforts
- Manages the marketing budget in order to meet financial and business objectives
- Ensures that the brand strategy continuously develops
- Performs other duties as assigned

Reporting Relationship

Reports to Chief Communications & Marketing Officer

Minimum Qualifications

- Bachelor's degree in Communication, Marketing or related field from an accredited college or



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university

- Seven (7) years of practical experience in consumer with at least three (3) years of experience executing effective, multi-cultural marketing campaigns
- Three (3) years of experience in healthcare, health insurance, or a closely related field
- Three (3) years of experience managing a team
- Experience with creative campaign deployment
- Experience working with or for marketing and media or related agencies
- Demonstrated proficiency and experience in the use of digital strategies
- Demonstrated excellent verbal, writing, and presentation skills (samples will be required and a writing test may be administered)

Preferred Qualifications

- Master's degree in a related field from an accredited college or university
- Experience in health plan marketing, health administration, planning, analysis, etc.
- Bilingual

Knowledge, Skills, Abilities and Other Characteristics

- Ability to work in a fast-paced, complex organization managing multiple priorities
- Well organized, entrepreneurial, nimble, strategic and tactical
- Strong marketing campaign planning, execution, management and assessment skills
- Brand development and management skills
- Strong analytic and business planning skills, able to assess external market factors and apply them to decision-making about marketing strategy as well as evaluate marketing campaign goals and metrics
- Able to apply creativity and imagination in an under-resourced environment
- Excellent presentation skills
- Ability to discern strategic content and effectively communicate critical information
- Strong interpersonal and team participation skills
- Strong team facilitation and conflict management skills
- Respect for the mission, goals and strategic direction of the organization

Physical and Environmental Demands

This position is functioning within a healthcare environment. The incumbent is responsible for adherence to all hospital and department specific safety requirements. This includes but is not limited to the following policies and procedures: complying with Personal Protective Equipment requirements, hand washing and sanitizing practices, complying with department specific engineering and work practice controls and any other work area safety precautions as specified by hospital wide policy and departmental procedures.



The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of the personnel so classified.

For purposes of the American with Disabilities Act, “Typical Duties” are essential job functions.