

Job Description

POSITION TITLE:

Manager, Healthcare Initiatives and Marketing

SCOPE:

Engage and lead business community in support of Healthcare Initiatives in the region.

POSITION CLASS:

Full-time, non-exempt FLSA classification

DIVISION/DEPARTMENT:

Talent, Workforce and Education

REPORTS TO:

Vice-President

INTERNAL CONTACTS:

Chamber Executive Officers

Chamber Team Members in All Divisions

Chamber Board Members

EXTERNAL CONTACTS:

Presidents, CEO's, Vice-Presidents, varied companies

City, County Officials

State Officials

State Level Coalitions & Alliances

Other Chambers of Commerce

POSITION OBJECTIVES:

To facilitate business involvement in issues relating to healthcare including state and federal issues, wellness activities and workforce supply. Develop collaborative programs and provide support for the development of chamber policies relating to healthcare costs, access and wellness.

POSITION RESPONSIBILITIES:

- 1) Responsible for chamber events in the area of healthcare including securing of speakers, sponsors and marketing.
- 2) Responsible for chamber involvement, marketing and promotion of Live Healthy program. Engage the business community in participation in this program.
- 3) Facilitate the development of marketing strategies. Write newsletter articles, coordinate communication for healthcare issues including wellness, programs and events and encourage business involvement.
- 4) Research and keep informed of issues that relate to healthcare and help to develop chamber policies in this area.
- 5) Facilitate and staff Chamber Healthcare Advisory Council, Healthcare Task Forces, Live Healthy Task Force and CEO Council. Recruit business involvement in the task force and responsible for business relationships with companies involved in healthcare initiative. Represent the Chamber on various health related committees in the community.
- 6) Work with department staff on graphic needs (Engagement mail, web, signage, etc.)

EDUCATION:

Four-year college degree. Advanced education preferred.

EXPERIENCE:

Preference is for at least two years of events, public relations or marketing experience. Awareness of issues affecting healthcare, policy development, and knowledge of healthcare is preferred. Experience with graphic software and design a plus.

SKILLS:

Computer literacy and strong command of the English language for purposes of effective oral and written communications. Demonstrated ability to work with diverse groups of people. Must be comfortable in multi-project, fast-paced and deadline oriented environment. Demonstrated ability to work within a team.

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