



Example of Marketing & Engagement Job Description

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Our growing company is hiring for a marketing & engagement. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for marketing & engagement

- Build and maintain a strong employee communication program
- Oversee the development and execution of strategic marketing plans achieve hospital goals in all major product lines
- Develop and manage the marketing department's operating budget
- Support business planning, managed care, community relations and fund raising functions
- Support the marketing and communication needs of the various FHWC departments including MOB, Wellness Center, and Foundation
- Attends designated committees, Leadership, various Medical Staff and Corporate meetings
- Supervises department personnel including representatives
- Demonstrates ability to reach decisions, take appropriate action and follow-through within scope of responsibility, as defined by job description
- Participates in budget planning, development, and oversight
- Build a scalable platform that will attract corporate partners leading to cause marketing, sponsorships or other types of corporate support opportunities

Qualifications for marketing & engagement

- At least 5 years working in customer-facing environment
- 7 or more years working in a customer facing environment
- 5 years working in the retail industry or 5 years working in the hospitality

- Proficient in Adobe Creative Suite (advanced Illustrator and InDesign mastery, Photoshop a plus, Premier Pro a plus), Microsoft Office (advanced PowerPoint mastery, intermediate Outlook and Word mastery), Windows and Mac OS environments, basic HTML/HTML5 and CSS coding, Content Management Tools
- Proven track record demonstrating a willingness to experiment with new concepts and approaches finding creative solutions to difficult problems
- Leadership skills – ability to manage and develop people complex processes and environments