

Position Title: Marketing Manager

Status: Full-Time

Position Summary

As an integrated healthcare facility with a wide reach, WHWC seeks a Marketing Manager who can connect with target audiences using clear and attractive messaging that is timely. The Marketing Manager will be responsible for internal and external marketing and communications. With such a broad scope, we are looking for a highly motivated and organized candidate to fill this role.

Duties and Responsibilities:

- Connect with target audiences using clear and attractive messaging that is timely.
- Create and brand visually compelling outreach materials based on content provided.
- Support the development of orientation and training materials including slide decks and print materials.
- Provide creative concept development, project planning, execution and problem solving.
- Integrate appropriate brand, media, digital and direct-to-consumer marketing strategies.
- Develop and execute marketing strategies, plans and timelines for multiple and concurrent projects.
- Collaborate with other teams, departments and partners to promote WHWC and partner programs.
- Support marketing to spread knowledge of the WHWC integrated care model.
- Demonstrate strong advertising, marketing and innovation skills.
- Share marketing and brand strategy knowledge with staff.
- Have a willingness to think critically about the healthcare industry and the world of design.
- Incorporate the value of diversity and equity in all phases of creative work.
- Other duties as assigned.

Qualifications:

Note: *Other combinations of formal education, training and experience may be considered.*

Preferred Education: Bachelor's Degree in Marketing or related field

Minimum Experience:

- 2-4 years of Marketing experience
- Brand Strategy knowledge
- Project Management experience
- Experience working with advertising agencies and paid media strategy
- Experience with Digital Marketing/CRM Marketing preferred
- Excellent organizational, interpersonal, communication and computer skills

Application Instructions

Williamson Health & Wellness Center is accepting applications for the Marketing Manager position and welcomes any questions that potential candidates may have. To apply, please send a resume to Angela Marcum at amarcum@williamsonhealthwellness.com

Required application materials include:

1. Brief Cover Letter to express interest in the position
2. Resume
3. Please include a Letter of Recommendation or the contact information for 3 references
4. A slide deck to demonstrate ability with graphic design, program promotion and advertising.

Candidates are welcomed to reach out at any time for further information.