

Position Specification



Director, Marketing

Job Description

Position	Director, Marketing
Company	Methodist Le Bonheur Healthcare
Location	Memphis, TN
Reports To	Tabrina Davis, Vice President, Marketing, Communications & Web Strategy
Website	www.methodisthealth.org

Company Background

About Methodist Le Bonheur Healthcare

Concerned about the conditions of the hospital where his sick pastor was being treated, Mississippi planter John Sherard dreamed of building a hospital that would provide excellent care for patients.

Today, Methodist Le Bonheur Healthcare is an integrated, not-for-profit healthcare system based in Memphis, Tennessee, with locations and partners across the Mid-South. Throughout our history, we have remained affiliated with the United Methodist Church. Our faith inspires us to serve our patients and improve the health of our entire community.

We're committed to creating an environment that values the individual differences and unique contributions of everyone touched by our organization. And because no one knows our patients better than their family and friends, we encourage their participation in care and planning.

Through our partnership with the University of Tennessee Health Science Center, we help train the next generation of medical professionals and bring cutting-edge research and treatment to our patients. We seek affiliations with community organizations and congregations who work with our underserved neighbors, because we believe that everyone should receive the best possible care.

Methodist Le Bonheur Healthcare Mission

Methodist Le Bonheur Healthcare, in partnership with its medical staffs, will collaborate with patients and their families to be the leader in providing high quality, cost-effective patient-and family-centered care. Services will be provided in a manner which supports the health ministries and Social Principles of The United Methodist Church to benefit the communities we serve.

Methodist Le Bonheur Healthcare Vision

Methodist Le Bonheur Healthcare will be nationally recognized for excellence in clinical quality, patient safety, and compassionate care to improve every life we touch.

Methodist Le Bonheur Healthcare Values

Service, Quality, Integrity, Teamwork, Innovation

Recent Notable Awards Received

- [U.S. News and World Report](#) – *2020-2021 Best Regional Hospitals: Memphis, TN*
- [U.S. News and World Report](#) – *2020-2021 Best Children’s Hospitals*
- [Forbes Best Employers](#) – *2020 Best Employers for Women*
- [Forbes Best Employers](#) – *2020 Best Employers for Diversity*

Director, Marketing:

The Director of Marketing oversees marketing strategy for all business units and brands across the MLH system (except Le Bonheur), which includes developing and executing the overall marketing and advertising strategy aligned with MLH business objectives. Responsible for execution of measurable strategic marketing campaigns for each major business unit and MLH as a whole. Develops and oversees the execution of the brand strategy for multiple MLH-owned brands and business units. Implements plans that are dynamic, grounded in research and that are adjusted based on ongoing analysis, metrics and the needs of the business, including ROI, and other measures. Accountable for tracking innovation in marketing trends and recommending new technology/tool adoption as appropriate. Works closely with the Vice President of Marketing, Communications and Web Strategy as well as the Director of Web Strategy and Director of Communications to ensure that marketing plans are integrated with the overall marketing communications strategy. Leads marketing team across MLH business units. Models appropriate behavior as exemplified in **MLH Mission, Vision and Values**.

Knowledge/Skills/Abilities:

- Possession of superior communication skills, both oral and written.
- Strong strategic marketing and communications skills and digitally savvy. Proven track record driving innovative and creative marketing programs with measurable results.
- Demonstrated ability to lead and motivate individuals and groups of people toward the accomplishment of work and organizational goals with experience in selection, evaluation and direction of team members.
- Demonstrated ability to work and relate well to all levels of Associates, internal and external customers, physicians, operations managers and the general public.
- Demonstrated ability to work without close supervision or professional guidance and to exercise independent judgement.
- Demonstrated ability to organize multiple priorities and tasks and maintain workflow.
- Strong skills in project management and presentations, advertising, video production, special events and promotions.
- Must be committed to excellent customer service.
- Demonstrated ability to analyze complex data and business situations, identify trends, opportunities and challenges, and craft effective marketing solutions.

- Must be proficient at managing personal energy, mood elevator and position on the accountability ladder.
- Ability to use and achieve high proficiency in the use of Microsoft Office suite including Word, Excel, and PowerPoint.
- Proficiency in marketing planning and implementation.

Education/Training & Experience:

- Bachelor's degree in Marketing, Communications, Journalism or related field
- Master's degree preferred
- Must have at least ten (10) years of experience in marketing
- Marketing experience in health care is a plus

Key Job Responsibilities:

- Develops and executes a measurable comprehensive marketing and advertising strategy, based on input from business unit leaders and analysis of appropriate data. Balances needs of various business units to minimize intra-organizational competition and allocation of budget dollars based on strategic priorities and business needs. Secures approval from appropriate business leader. This role is responsible for a collaborative, proactive function that aligns with the strategic objectives and vision of Methodist Le Bonheur Healthcare.
- Develops and executes brand strategy for the multiple MLH-owned brands. Provides clear and inspirational guidance to MLH Creative Services team and ad agencies. Ensures alignment of creative with strategic plan and ensures timely completion of high quality work. Strategic thinking, creativity, persuasion and leadership influence, problem solving, resource management and innovation are necessary to ensure success.
- Holds self and team accountable for achieving target results from marketing plan implementation, including ROI, call to action response, awareness and image scores, patient volume and other business metrics. Devises plans to adjust marketing tactics if results fall short of target. Communicates results and plan revisions to appropriate stakeholders.
- Collaborates with Communications, Strategic Planning and Web Strategy teams to ensure plans are integrated with consistent messaging across all communications and digital platforms.
- Selects, retains, coaches, and develops marketing team members. Adjusts assignments to balance workloads and stretch resources across multiple competing needs. Grows team knowledge and skill to build the next generation of MLH marketing leadership. Helps shape and develop a high performance value-driven culture that is built on the Power of One principles.
- Proactively researches healthcare and other industries for the latest marketing tools and trends to help meet Methodist marketing goals and emerging business needs, including new digital media, geofencing, new CRM tools and more. Ensures compliance with all standard policies and procedures, as media shift from traditional to social/digital and e-retail trends continue to change.

- Develops and tracks metrics to measure individual and team performance against targets and marketing programs.
- Builds collaborative relationships across organization and health system at every level.
- Prepares and controls Marketing department budget.

Supervision Provided by this Position:

- Leads a marketing team dedicated to assigned business units, facilities and services lines.
- Oversees work of multiple complex vendor relationships, including advertising agencies, CRM vendor, online physician search provider, outsourced call center vendor and others. Negotiates scope of work, deliverables, price, and key performance indicators. Continuously evaluates performance and makes in-source/out-source decisions as needed.

Physical Demands/Conditions:

- The physical activities of this position may include climbing, pushing, standing, hearing walking, reaching, grasping, kneeling, stooping and repetitive motion.
- The physical requirements of this position are: light work – exerting up to 25lbs. of force occasionally and/or up to 10 lbs. of force frequently.
- The Associate is required to have close visual acuity to perform an activity, such as preparing and analyzing data and figures; transcribing; viewing a computer terminal, discerning color variations; or extensive reading.
- The condition to which the Associate will be subject in this position: The Associate is not substantially exposed to adverse environmental conditions; job functions are typically performed under conditions such as those found in general office or administrative work.
- Frequent travel to various local locations, occasional travel to various regional and national locations.

Working at Methodist Le Bonheur Healthcare

We believe that just one person can make a difference. That's the Power of One. And we see each day as a new opportunity to make a difference in the lives of the people in our community. For over a century, we've served the health care needs of the people of Memphis and the Mid-South.

We provide our Associates with opportunities that help them maximize their potential both professionally and personally. Because we're not at our best until you are at yours. That's what the Power of One is all about.

We seek team members with a passion for helping others. At Methodist Le Bonheur Healthcare, we improve every life we touch through:

- **Strong Values:** Service, Quality, Integrity, Teamwork and Innovation.

- **Collaboration:** Pulling together as a team to achieve our goals. Here everyone is committed to going above and beyond.
- **Strength through Diversity:** We embrace, value, and respect the individual differences and unique contributions of everyone, and we know a diverse work force makes us stronger.
- **Faith:** Encouraging us to serve our patients and their families and improve the health of our entire community.
- **Opportunity:** An emphasis on training, continuing education and the many ways to grow a long-lasting and rewarding career with MLH.

It is the policy of Methodist Le Bonheur Healthcare to pay its employees competitive, market-based wages. When seeking competitive wage information, it is Methodist's policy to conduct itself in accordance with the guidelines found in the Statements of Antitrust Enforcement Policy in Health Care issued by the U.S. Department of Justice and Federal Trade Commission issued in August 1996.

Recent Methodist Le Bonheur Healthcare News

- [Methodist Le Bonheur Healthcare adult hospitals rated safest in Mid-South](#) – *Methodist Le Bonheur Healthcare (MLH) reached an impressive milestone today with The Leapfrog Group's announcement of its Spring 2021 report card for hospitals across the country. All five MLH adult hospitals have received an "A" grade in patient safety. Leapfrog does not provide report cards for children's hospitals.*
- [Methodist Le Bonheur Healthcare Receives Top Leapfrog Honor and "A" Grades](#) – *Methodist Le Bonheur Germantown Hospital is the only Tennessee hospital to be named a Top Teaching Hospital as designated by The Leapfrog Group, a national watchdog organization committed to healthcare quality and safety. Only the highest performing hospitals on the Leapfrog Hospital Survey are considered for this award and must meet specific criteria for hospital infection rates, practices for safer surgery, maternity care, and a hospital's capacity to prevent medication errors.*

To Apply:

Tell us why you are a great fit for Methodist Le Bonheur Healthcare. Please send a cover letter, resume and compensation requirements to kimhunter@lagrant.com.

KLH & Associates Contact

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