



Job Description: Marketing Manager

Scope

The Marketing Manager oversees all marketing activity for HopeWay and HopeWay Psychiatry & Associates, driving prospective clients and families to HopeWay's website and Admissions Office.

Primary Responsibilities

- With Chief Advancement Officer, develops annual strategy for all marketing activity.
- Staff Lead with Marketing Partners as it relates to digital marketing, digital & social media advertising, concept and design of marketing materials, photography and video production and public relations. Projects include but are not limited to: website design and upkeep, videos and photo shoots, annual Outcomes Report, brochures and other marketing materials.
- Is responsible for executing social media strategy, in partnership with other staff members and Marketing Partners.
- Is responsible for coordinating advertising buys in print, radio, TV or other media outlets.
- Supports or Collaborates with Outreach Specialists for ongoing material needs

General Competencies

- Works with the highest degree of integrity
- Displays a strong work ethic
- Highly organized
- Demonstrates a high degree of flexibility
- Deals well with ambiguity
- Self-starter
- Is a strong collaborator
- Can operate telephones, computers, and general office equipment

Core Competencies

- Works with professionalism and respect with all clients, families, colleagues, supervisors, and visitors of HopeWay
- Strong attention to detail
- Strong written and verbal communication abilities
- Can build and maintain relationships with multiple stakeholders

Special Competencies

- Demonstrates the skills and competency appropriate to the ages, culture, developmental stages, and special needs of the patient population served
- Works well with individuals who experience significant, and at times, prolonged serious psychiatric illness
- Demonstrates strategic and tactical marketing and communications capabilities

Physical Requirements

- Works in an office setting with prolonged periods of sitting reviewing work
- Repetitive wrist motion and occasional lifting of 10 – 20 lbs.

Education, Experience, and Certification

- Bachelor’s degree required
- 3-5 years’ experience in Marketing

Protected Health Information

- Will limit access to protected health information (PHI) to the information reasonably necessary to do the job
- Will share information only on a need to know basis for work purposes
- Access too verbal, written and electronic PHI for this job has been determined based on job level and job responsibility within the organization
- Computerized access to PHI for this job has been determined as described above and is controlled via user ID and password

Reporting Structure

- Directly reports to the Chief Advancement Officer

Schedule and Status

- Full-time, Exempt
- M-F 8:30am – 5:30pm, night and weekend end hours as needed

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

Rev. 12/24

Printed Name: _____

Signature: _____

Date: _____

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