

The Association for Healthcare Philanthropy is seeking a Director of Marketing. This is a full-time position located in Arlington, VA.

**Please send resume and cover letter to: Deb Borg, Human Resources, [deb@suppleegroup.com](mailto:deb@suppleegroup.com)**

**Summary of Position:**

The Director of Marketing is responsible for all activities related to conceptualizing and implementing market strategy and achieving marketing targets. Specific responsibilities include business and market development; market research and planning; strategic direction for promotion and advertising of AHP content and events; coordination with membership and sponsorship to ensure successful member recruitment and retention; and hiring and directing the day-to-day activities of marketing staff.

**Principal Duties:**

- In conjunction with the Membership, Research and Insights, and Education teams, develops the annual marketing plan and the strategies, tactics and resources necessary to achieve Association goals
- Provides leadership and/or supports the design, development, and implementation of events, products and membership campaigns
- Develops and maintains prospective partner and competitor analysis
- Develops and implements member personas and member journeys, and accompanying messaging and campaigns
- Partners with Membership on the integrity of the membership database
- Creates a marketing reporting function that can track, measure and analyze performance. Implements continuous improvement
- Ensures all marketing communications are coordinated, support marketing plan objectives and are an effective expenditure of resources
- Provides input and supports sponsorship and partnership arrangements
- Collaborates with internal and vendor PR and GR/advocacy team to build AHP plan
- Provides marketing skills and expertise to the Association by building, developing and managing a marketing team capable of carrying out the necessary marketing strategies and tactics
- Responsible for selecting, managing, training and evaluating all employees in the Marketing department
- Travel of up to 15%, consisting of event attendance and support

**Secondary Duties:**

- Participates fully in professional societies and activities related to the health care and philanthropy industries in general and the marketing profession in particular

**Position Specifications:**

**Training/Certifications:**

- Bachelor's degree in business, marketing or a related discipline
- A minimum of 10 years of experience and a demonstrated track record of accomplishments in marketing, planning and communications

**Essential Skills/Knowledge:**

- Marketing experience across all channels
- Business acumen
- Personal effectiveness/credibility in presentation and communications

**Essential Competencies & Behaviors:**

- Demonstrative abilities in collaborative team building and consensus
- Ability to maintain good rapport with all departments
- Energetic, forward-thinking and creative individual with high ethical standards and demonstrates a professional image at all times
- Ability to cope within a fast-paced work environment
- Servant leadership
- Strategic thinking
- Curiosity and a bias toward continuous learning
- Ability to manage multiple projects with minimal supervision
- Ability to understand the importance of the position for the success of the business
- Demonstrates a willingness to embrace change and adapt strategies as needed
- Strong desire to continue to learn and seek out new and exciting content
- Demonstrates honor, character, ethical bearing and integrity