



MARKETING PROGRAM MANAGER

Position Status: Exempt
Reports To: Communications and Marketing Director
Effective Date: 01/01/24
Revised Date:
Job Level: P4

POSITION SUMMARY

Under general direction, this position:

1. Manages, plans, oversees, and executes on the Alliance's marketing and communications activities related to the Medicare Dual Special Needs Plan (D-SNP) line of business
2. Evaluates the effectiveness of marketing plans and campaigns and monitors industry trends in the marketplace
3. Collaborates with internal teams to ensure all marketing materials meet regulatory and other compliance requirements
4. Acts as a subject matter expert and lead to Marketing Program staff
5. Performs other duties as assigned

RESPONSIBILITIES

1. Manages, plans, oversees, and executes on the Alliance's marketing and communications activities related to the Medicare Dual Special Needs Plan (D-SNP) line of business, with duties including but not limited to:
 - Developing effective marketing materials to support Alliance leadership and staff in the development, implementation, and on-going maintenance of Medicare D-SNP
 - Managing programs, projects, and events from inception to implementation in support of marketing objectives and regulatory requirements
 - Developing marketing goals and objectives, the annual marketing plan and calendar, milestone charts, and related schedules
 - Collaborating with the Sales Team to develop marketing materials that include audience-appropriate messaging and executing plans and campaigns that support member growth
 - Collaborating with the Communications Team to develop branding, marketing, and messaging standards and materials to generate leads and promote the D-SNP line of business
 - Developing or participating in the development of new materials and updating existing materials, such as flyers, fact sheets, brochures, web site content, social media content, newsletter articles, advertisements, and member informing materials, while ensuring brand integrity in all marketing materials
 - Working with the Web Team to ensure timely posting of marketing content
 - Developing and maintaining systems to track all marketing activities and related expenses
 - Analyzing data to determine effectiveness of marketing campaigns and preparing marketing reports for leadership review
 - Establishing and maintaining collaborative relationships with marketing staff in the other County Organized Health Systems
 - Staying informed of rules, regulations, and best practices related to marketing activities
 - Drafting, recommending, and implementing administrative policies and procedures related to marketing functions

- Attending and participating in internal and external meetings related to Communications and Marketing Department activities
 - Monitoring the unit budget and project budgets and assisting the Communications and Marketing Director with budget development, purchasing, and invoice approvals
 - Developing and evaluating RFPs, participating in vendor selection and contract development, and monitoring and evaluating the work of selected vendors
 - Providing updates to Alliance leadership, making presentations, and developing related materials
 - Overseeing the preparation and maintenance of records, reports, and related documents
 - Providing support to the Communications and Marketing Director
2. Evaluates the effectiveness of marketing plans and campaigns and monitors industry trends in the marketplace, with duties including but not limited to:
- Developing performance metric dashboards to analyze the performance of marketing plans and campaigns
 - Collaborating with the Sales Team to identify opportunities for improved tactics based upon performance metrics
 - Conducting member focus groups to identify members' interests and priorities, as needed
 - Assisting with competitive and industry data analysis to understand and identify marketplace opportunities and develop or modify marketing plans accordingly
 - Maintaining up-to-date knowledge of the Alliance, its products, and its client base to develop and implement effective marketing campaigns
3. Collaborates with internal teams to ensure all marketing materials meet regulatory and other compliance requirements, with duties including but not limited to:
- Consulting with the Medicare Team and Compliance Team to ensure alignment with all marketing requirements
 - Attending meetings to understand compliance requirements and ensure that marketing materials align with those requirements
 - Conducting regular audits of marketing materials to ensure compliance
 - Assisting with continuous quality improvement activities
 - Preparing reports, presentations, meeting materials, marketing regulatory reviews, and other documents required by the Alliance or regulatory officials
4. Acts as a subject matter expert and lead to Marketing Program staff, with duties including but not limited to:
- Acting as a subject matter expert and resource to staff across the organization, including on the most complex marketing issues
 - Assisting with the mentoring, training, and coaching of Marketing Program staff
 - Conducting staff orientation and on-the-job training
 - Providing input to management regarding training or process gaps affecting staff performance
 - Escalating issues to the Communications and Marketing Director, as appropriate
 - Leading and providing guidance to staff in multiple office locations and/or telecommute settings
5. Performs other duties as assigned

EDUCATION AND EXPERIENCE

- Bachelor's Degree in Marketing, Communications, or a related field and a minimum of eight years of progressively responsible experience in communications or marketing program support or management, which included a minimum of four years of marketing experience supporting sales teams (a Master's degree may substitute for two years of the required experience); or an equivalent combination of education and experience may be qualifying

KNOWLEDGE, SKILLS, AND ABILITIES

- Thorough knowledge of marketing concepts, strategies, tactics, and methods of execution
- Thorough knowledge of the methods and techniques of developing and executing marketing plans in a sales environment
- Thorough knowledge of and proficiency in research, analysis, and reporting methods
- Thorough knowledge of and proficiency with Windows based PC systems and Microsoft Word, Excel, Outlook, and PowerPoint
- Working knowledge of the principles and practices of program and project management
- Working knowledge of the principles and practices of customer service
- Working knowledge of survey methods and strategies
- Some knowledge of the principles and practices of statistical analysis
- Ability to develop and implement innovative and creative marketing strategies
- Ability to act as a subject matter expert and provide guidance regarding the most complex marketing activities
- Ability to ensure that marketing materials meet regulatory and other compliance requirements
- Ability to manage the development and implementation of projects, systems, programs, policies, procedures, and workflows
- Ability to manage multiple projects simultaneously, organize work, and achieve goals and timelines
- Ability to analyze and evaluate data and marketplace trends and apply the results to the development of marketing strategies and tactics
- Ability to understand metrics and create metric dashboards
- Ability to understand and evaluate the components of marketing strategies, including objectives, audience, demographics, messaging, tactics, budget, effectiveness, and implementation schedules
- Ability to prepare narrative and statistical written reports, oral reports, marketing materials, newsletter articles, correspondence, and other program documents
- Ability to lead, train, mentor and motivate staff, and promote an atmosphere of teamwork and cooperation
- Ability to organize and prioritize the work of others, delegate effectively, and follow up on work assignments.
- Ability to explain regulations, processes, and programs related to area of assignment
- Ability to analyze and interpret legal, regulatory, and contractual language, policies, procedures and guidelines, and legislative and regulatory directives
- Ability to provide input regarding budget development, perform budget monitoring, and assist with purchasing activities
- Ability to develop recordkeeping systems and maintain organized and accurate records

- Ability to develop training materials, in conjunction with Training and Development staff, and conduct training
- Ability to identify and resolve problems in a timely manner and escalate to the Communications and Marketing Director, as appropriate
- Ability to present information, data, and results in a clear and understandable manner utilizing methods appropriate to various forums and adjust communication style in order to facilitate collaboration and understanding
- Ability to foster collaborative internal and external working relationships, influence others, and build consensus with individuals at all levels in the organization

DESIRABLE QUALIFICATIONS

- Bilingual English/Spanish
- Working knowledge of Medicare marketing techniques
- Working knowledge of the principles and practices of health care, managed care, and/or Medicare programs
- Working knowledge of Adobe Creative Suite, WordPress, and Member Portal and Customer Relationship Management Systems

WORK ENVIRONMENT

- Ability to sit in front of and operate a video display terminal for extended periods of time
- Ability to bend, lift and carry objects of varying size weighing up to 10 pounds
- Ability to work effectively in a remote work environment
- Ability to travel to different locations in the course of work

This position description, and all content, is representative only and not exhaustive of the tasks that an employee may be required to perform. Employees are additionally held responsible to the Employee Handbook, the Alliance Standard Knowledge, Skills and Abilities and the Alliance Code of Conduct. The Alliance reserves the right to revise this position description at any time.