

# Full-Time Position



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## MARKETING MANAGER

### NEW YORK ALLIANCE FOR CAREERS IN HEALTHCARE

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#### **ORGANIZATION DESCRIPTION:**

The New York Alliance for Careers in Healthcare (NYACH) is a project of the New York Workforce Innovation Fund (WIF) – the partnership between the New York Workforce Funders, the Workforce Development Corporation, and the Workforce Investment Board. NYACH is engaging healthcare employers in New York City through their trade organizations to analyze current and future labor force needs and then work with training providers to address the needs identified by the employers.

#### **JOB DESCRIPTION:**

The Workforce Development Corporation seeks a Marketing Manager to support the work of the New York Alliance for Careers in Healthcare. The Marketing Manager will be responsible for developing strategic plans to help raise awareness about NYACH's trainings and brand, in addition to leading marketing campaigns to connect the healthcare community to NYACH services. This position requires significant collaboration with a variety of internal and external stakeholders, performance reporting, presentations, and market analysis. The Marketing Manager will report to the Executive Director of NYACH.

#### **SPECIFIC RESPONSIBILITIES:**

The Marketing Manager's responsibilities will include the following:

##### *Strategic Marketing, Communications, and Branding*

- Manage the branding, marketing, and communication efforts for NYACH
- Drive an increase in the number of trainees enrolled in NYACH training by collaborating with NYACH staff to align services with marketing, branding, and communications efforts
- Provide overall leadership and management of NYACH's web and social media platforms
- Manage the implementation of a marketing plan that elevates awareness of the NYACH brand
- Leverage other Healthcare and City agencies and partners to promote the NYACH brand
- Manage the development of marketing communications and collateral for NYACH
- Drive planning and execution of training- and sub-sector-specific marketing plans that support NYACH programs and overall goals
- Maintain a broad and generalist understanding of healthcare, trainings, and workforce development in order to message brand effectively
- Manage other marketing and communications projects, as required

##### *General Responsibilities:*

- Participate in the activities of the NYACH and SBS training teams
- Additional responsibilities as needed

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## **REQUIRED BACKGROUND AND SKILLS:**

- A Master's degree from an accredited college in marketing, healthcare, or related field or a Bachelor's degree in marketing, healthcare, or related field along with a minimum of two year's work experience
- At least two years of satisfactory professional experience in marketing, communications, sales or a closely related field
- Ability to lead teams of diverse professionals to achieve program goals
- Experience in planning, implementing and managing projects involving diverse stakeholders and complex funding streams
- The ability to combine attention to detail with a clear understanding of the big picture
- The ability to communicate effectively verbally and in writing with a diverse array of internal and external stakeholders
- Outstanding analytical, problem solving, and creative thinking abilities
- The ability to organize and drive projects to timely completion in a fast-paced environment
- Proficient with Microsoft Office applications, including Excel, Access, Word and PowerPoint. Familiarity with Adobe Acrobat.

**SALARY:** \$55,000-\$60,000

**TO APPLY FOR CONSIDERATION, PLEASE SUBMIT A RESUME AND COVER LETTER TO:**

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