MANAGER, MARKETING

American Health Information Management Association (AHIMA) has a wonderful opportunity for a Manager, Marketing position.

Position Purpose

In collaboration with appropriate AHIMA business unit(s), the Manager, Marketing leads the development of marketing plans to meet organizational revenue and awareness objectives of assigned product line(s). They manage the development and execution of marketing tactics and collateral materials based upon marketing plans, coordinating with internal and external resources as needed. Devise appropriate metrics, assessing marketing outcomes for plan adjustments. Plan and manage marketing budget for assigned product line(s).

The position is responsible for the following:

- Manage the development and execution of marketing tactics and collateral materials based upon marketing plans, coordinating with internal and external resources as needed.
- Lead the development of marketing plans to meet organizational revenue and awareness objectives for assigned product area(s).
- Monitor plan execution, sales, customer research, market conditions, and competitor data to implement and revise marketing plans as needed.
- Plan and manage marketing budget for assigned product line(s).
- Stays abreast of “best practices” and innovation in marketing industry with an eye toward innovation to improve marketing return on investment (ROI).

Position Requirements

- Bachelor’s degree in marketing, communications, or other related discipline or equivalent experience.
- Minimum of five (5) years experience in marketing (including traditional and new media channels), preferably with experience in a membership-related environment.
- Project management skills required, and experience in a healthcare environment a plus.
- Ability to multi-task and remain flexible in a fast-moving environment
- Excellent written, verbal and presentation skills
- Excellent organizational skills
- Self-motivated, creative individual, with a focus on constant growth and new ideas
- Proficiency in Microsoft Office, including Outlook, Word, Excel, PowerPoint

Contact

If interested in becoming part of the AHIMA team, please e-mail your resume with salary requirements to: hr@ahima.org

About AHIMA
AHIMA is the premier association of health information management (HIM) professionals. It’s over 71,000 members and 52 affiliated component state associations are dedicated to the effective management of personal health information needed to deliver quality healthcare to the public. AHIMA is committed to advancing the HIM profession in an increasingly electronic and global environment through leadership in advocacy, education, certification, and lifelong learning. AHIMA is recognized as the premier source of “HIM knowledge,” the respected authority for rigorous professional certification, and one of the industry’s most active and influential advocates in Congress.