

SENIOR MARKETING DIRECTOR

American Health Information Management Association (AHIMA) has a wonderful opportunity for an Application Developer.

Position Purpose

The Senior Director, Marketing is a highly-effective and results-driven professional with extensive experience leading the development and execution of marketing strategy, tactics and programs. Heading up the product marketing team, the Senior Director, Marketing utilizes their leadership, insight, motivation, and professional/team development skills to create a high performing team focused on achieving revenue goals by increasing awareness and developing value propositions for AHMA products and services.

The Senior Director, Marketing reports to the Vice President, Marketing and Sales, and participates on a number of association wide and cross functional projects as assigned.

RESPONSIBILITIES:

- Develops marketing and communication strategy in alignment with organizational strategy, focus and goals for AHIMA revenue generating and non-revenue products, including: membership, certification, certification maintenance, web-based training, online education, meetings, webinars, and publications. Ensures consistent messaging and brand integration throughout all of the marketing products and programs
- Leads the marketing team and collaborates with internal business units to develop innovative and impactful annual cross-products/cross channel strategic marketing plans, defining key target markets, value propositions, key messages, tactics and metrics to measure ROI
- Responsible for ensuring the quality and on time production of deliverables that are consistent with the organizations high standards and brand position,
- Provides prioritization of projects for marketing team in a deadline-driven environment, ensuring marketing opportunities are optimized
- Initiates and evaluates market research and business intelligence for market planning
- Plans and manages annual product marketing, external exhibits and marketing production budgets
- Monitors products sales, market conditions and competitive data, adjusting the marketing strategy and plan as the marketplace evolves
- Identifies marketplace opportunities and develops and executes strategy to build new audiences for existing and emerging AHIMA products and services
- Works with sales team and other business units to create promotions and special incentives to drive customer adoption
- Works with product team and stakeholders to continually track profit & loss and overall revenue of each product to ensure that performance is on track and marketing programs are aligned

- Develops AHIMA's external exhibit strategy to increase awareness of the association, it's products and services, product sales, and lead generation for sales team
- Participates on cross-functional teams for special projects deemed important to advance the association
- Initiates, builds and maintains strong relationship with co-marketing partner associations to build new audiences for AHIMA products and services
- Stays abreast of "best practices", innovation and delivery systems in the marketing industry with an eye toward innovation and improving marketing performance and ROI.
- Establishes and utilizes benchmarks and metrics used to help track and analyze ROI
- Manages the performance and professional development of the product marketing, external exhibits and marketing production teams.
- Identifies, evaluates, and implements as appropriate effective software, platforms, and/or outsourcing options and solutions to streamline and improve upon marketing efforts and ROI

REQUIREMENTS:

- Highly effective marketing professional with 12+ years of proven experience leading marketing planning, budgeting and execution processes for results against organization goals and revenue plans.
- Experience within the association, corporate and/or agency marketing areas strongly preferred in both B2B and B2C environments
- Minimum of 10 years of management experience
- MBA or Masters Degree in Marketing or related discipline preferred.
- Knowledge of traditional, developing and innovative marketing plans, practices and technologies
- Strong experience in applying marketing data, ROI analysis and performance measurement criteria to support strategic marketing decision making.
- Ability to manage multiple projects and deadlines simultaneously while maintaining the ability to act strategically. Strategic thinker, flexible problem solver and great listener.
- Collaborative spirit with strong experience in building high performing and effective teams
- Excellent organizational and analytical skills
- Excellent written, verbal and interpersonal communication skills
- Extensive experience managing external vendors
- Ability for limited travel (about 10%)

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. AHIMA represents more than 103,000 health information professionals. 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.

American Health Information Management Association is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to gender, race, color, religious creed, national origin, age, sexual orientation, gender identity, physical or mental disability, and/or protected veteran status.