

OCHSNER HEALTH SYSTEMS JOB DESCRIPTION

- I. **JOB TITLE:** Marketing Specialist
- DEPARTMENT:** Marketing & Public Affairs
- REPORTS TO:** AVP of Marketing
- FLSA STATUS:** Exempt
- SUPERVISES:** N/A

II. **GENERAL SUMMARY:**

Provides support for AVP of Marketing on all printing projects, external direct mail campaigns, communications, promotional items, and advertising tracking for Ochsner Clinic Foundation.

Demonstrates actions consistent with Ochsner's Expectations as duties are performed on a daily basis.

III. **MINIMUM QUALIFICATIONS:**

A. **Education, Experience, & Training:**

- Bachelor's degree in Business Administration or related degree and one year related experience. Two years additional related experience may be substituted in lieu of educational requirement.
- Must be able to successfully complete established competencies for the position within designated probationary period.

B. **Physical Demands:**

- Must be able to transport 25 lbs. and be able operate a personal computer and corresponding software programs (Microsoft Word, Excel, Power Point)

IV. **ESSENTIAL JOB DUTIES:**

- 35% Develop and Manage Sponsorship Coordination
- 30% Assist with Marketing Coordination
- 10% Participate in Annual Planning
- 25% Provide Project Support

VII.

**OCHSNER CLINIC FOUNDATION
JOB PERFORMANCE STANDARDS**

JOB TITLE:	Marketing Specialist	JOB CODE:	3231
DEPARTMENT:	Marketing	FLSA STATUS:	Exempt

Essential Job Duty	Weight	Standards
I. Develop and Manage Sponsorship Coordination	35%	Evaluate incoming sponsorship requests and make recommendations based on Ochsner's goals and objectives. Develop and manage all sponsorship components, including signage, promotions, internet advertising, tabling, hospitality, etc. and make sure all represent the Ochsner brand. Recruit employee volunteers and coordinate event-day activities (tabling, promotional items, etc.) Work closely with entire marketing and public relations team to create and coordinate sponsorship components that support the health system's service lines. Develop sponsorship promotions to drive new patients to Ochsner and to build brand awareness. Work with multiple departments within Ochsner to maximize our sponsorship components, such as helping coordinate events and meetings, recruiting. Responsible for internal/external traffic of media messages and advertising; including acting as liaison for outside printing/media vendors, internal and external physician communications, external signage, and special event coordination and participation
II. Assist with Marketing Coordination	10%	Assist with the development of marketing plans product lines & brand of Ochsner Clinic Foundation, based on strategic directives from the AVP of Marketing. Responsible for internal/external traffic of media messages advertising; including acting as liaison for outside/printing/media vendors, internal and external physician communications, external signage, and special event coordination and participation. (Coordinates projects with Graphic Artist & outside production agency).
III. Participate in Annual	35%	Assist in annual planning as it relates to

Planning

marketing and/or sponsorships in seeking out best practices, and recommending new avenues to maximize sponsorship agreements

and).

IV. Provide Project Support

25%

Provide support on individual marketing or PR initiatives as directed with such projects as press conferences and geo-market campaigns.
