

## Marketing Communications Manager

<http://www.catalystlearning.com/>

Catalyst Learning Company (CLC) provides high quality programs of skill and career development to healthcare organizations across the US. These programs target the frontline associates of the organization – from entry level individuals, to first-level supervisory nurses. Boasting 530+ acute care hospitals around the country as customers, this list includes HCA, the VHA and many Catholic and regional health systems. CLC was founded in 1993, is a female-owned small business headquartered in Louisville, KY, and has 13 full-time employees.

### Summary:

CLC is seeking a Marketing Communications Manager. This individual will be point person for marketing and marketing communications efforts and will be responsible for working with the CEO and all internal departments to effectively execute strategy. The Marketing Communications Managers will develop and maintain relationships with industry/market thought leaders, customers, organizations, and institutions. Must be ready to watch a dashboard of digital marketing metrics to see what tactics are working and advise. Additionally, Marketing at Catalyst Learning is very tightly connected with sales, sales enablement tools, and sales lead generation and the Marketing Communications Manager must be willing and able to take on these accountabilities.

### Responsibilities:

- Takes the lead on developing and proposing the company's marketing strategy. Once approved, executes the marketing strategy.
- Develops, implements an annual comprehensive communications plan (digital marketing, marketing campaigns, content marketing, advertising) which supports the Company's strategy and establishes budget priorities.
- Conceptualizes and executes creative campaigns that leverage healthcare customer segments, trade shows, etc.
  - Measures effectiveness of all lead generation campaigns; determines ROI.
  - Works closely with Sales team on campaign implementation and integration with Sales Force CRM.
- Oversight and production of key communications vehicles: regular updates to company webpage and blog; E-newsletters (2/month); Trade show booth, fact sheets; Proposal/presentation templates
- Supervises 1-3 subcontractors, e.g. writer; graphic designer; printer
- Defines Marketing Processes and Process Improvements; collaborates with Sales and other colleagues on effective implementation.

### Requirements:

- Candidates should hold a bachelor's degree in marketing, communications, business administration, or a related field or have equivalent training and experience.
- Five (5) years of increasingly responsible professional level experience in marketing, marketing communications.
- Prior experience with website content management and collateral production.
- Sound judgment, and solid written, oral and interpersonal communication skills.
- Advanced level experience with Microsoft Word, Excel and Power Point software
- Preferred experience
  - Salesforce CRM and SharpSpring lead automation
  - Market Research to support Product Development