

 Oroville Hospital	Job Description for Marketing Assistant	Department:	Community Relations
		Dept.#:	8630
		Last Updated:	02/15; 05/16; 08/17

Reports To

Director of Marketing

Job Summary

To assist the Director of Marketing in developing and maintaining marketing strategies to meet organizational objectives.

Duties

- Assisting with the production and development of marketing materials and literature
- Coordinating and managing marketing events and exhibitions
- Conducting interviews and research for writing articles and promotional material
- Preparing interesting written copy for marketing
- Uploading marketing material to online databases, internet groups and social media sites
- Answers phones, orders marketing materials and prepares check requisitions
- Coordinates the scheduling of meetings, venues and interviews
- Monitors, reviews and reports on all marketing activities and results
- Performs other duties as assigned
- Must be flexible with work hours

Qualifications

- Bachelors Degree with a concentration in Marketing, Business, or Communications preferred
- Sound understanding of marketing principles in a healthcare environment preferred
- Excellent written, oral and presentation skills
- Strong administration, organization and planning skills
- Must demonstrate the ability to be self-directed
- Effective project management skills
- Strong copywriting skills and the ability to communicate complex ideas

- Must be flexible, dependable, and demonstrate the ability to adapt to change
- Computer proficient with Microsoft Office, Adobe InDesign, PhotoShop, Illustrator
- Must demonstrate ability to follow the organization's patient confidentiality and security rules

Organizational Expectations

- Provides a positive and professional representation of the organization.
- Promotes culture of safety for patients and employees through proper identification, reporting, documentation, and prevention.
- Maintains hospital standards for a clean and quiet patient environment to maintain a positive patient care experience.
- Adheres to infection-control policies and protocols.
- Participates in ongoing quality improvement activities.
- Maintains compliance with organization's policies, as well as established practices, protocols, and procedures of the position, department, and applicable professional standards.
- Complies with organizational and regulatory policies for handling confidential patient information.
- Demonstrates excellent customer service through his/her attitude and actions, consistent with the standards contained in the Vision, Mission, and Values of the organization.
- Adheres to professional standards, hospital policies and procedures, federal, state, and local requirements.

Functional Demands

Semi- Sedentary: Sits and walks throughout workday

Generally lifting objects not more than 50 lbs. and/or carrying objects weighing 25 lbs.