



## Senior Manager, Marketing & Communications

### **About the work:**

We go to work every day knowing that we are improving our health care system in California (and nationally)! At IHA, we make health care better by leading projects and initiatives that make system-wide improvements. We are in a unique position to effect this kind of change because we are a neutral organization with long standing relationships with leaders in all different segments of the industry.

We are looking for a passionate and experienced Manager (or Sr. Manager) of Marketing & Communications to help us educate and communicate with our target audiences, build our role as an industry thought leader, and make the right connections to ensure we maximize our impact. You will manage the strategy, planning and execution of marketing activities that span IHA, including: brand, communications, conferences/events, social, product marketing, PR, and our websites. This is a unique opportunity to work with industry thought leaders across California and be part of a smart, passionate, fun team who wants to make a difference in people's lives!

### **Core Job Duties and Responsibilities:**

- Build our brand - Collaborate with the IHA team to refine our brand! Become our brand ambassador and ensure that all communications reflect who we are and the value we bring to health care
  - Lead the charge to refresh IHA's websites and materials given refined brand and messaging
  - Review and edit external content and communications to ensure they are on brand and impactful
- Market our products - Partner with internal subject matter experts to develop messaging and stories that clearly communicate product benefits and motivate action (for product launches, etc.)
- Lead conference strategy - Partner with executives to plan speakers and content that ensure we tell a compelling story and maximize opportunities at external conferences & IHA's Stakeholder Conference.
- Develop communications plan – Create annual plan to ensure that IHA has a coordinated voice and messages for target audiences
- Support PR planning - Continue to build PR strategy in partnership with Marketing Director and agency
- Manage social media - Manage team to develop campaigns, report results and make improvements
- Conduct or support market research as needed - Support or lead market research efforts to better understand stakeholder needs and how our products can benefit them
- Build capacity - Collaborate with internal teams to develop marketing automation, marketing dashboards and internal processes that enable us to increase our capacity & reach
- Build relationships - Build strategic partnerships and long-standing relationships with key stakeholders and industry players, agencies and vendors

### **Job Knowledge, Skills, and Work Experience:**

- Excellent interpersonal, collaborative and communication skills; able to interact successfully and build relationships with people of all levels inside and outside IHA
- A passion for solving complex problems in health care and communicating in a way that motivates action
- 5-10 years of experience in product marketing or communications roles, ideally in health care
- Proven experience in creatively driving marketing communications that engage, educate and motivate
- Impeccable writing, proofreading and editing skills
- Demonstrated past success, and enjoyment from working in a small, fast-paced, professional environment.
- BA/BS in marketing, business, communications, or related field, MBA a plus!

- Ability to travel. Most travel is same-day, within CA, but overnight and/or national travel may be required

**Bonus if you have:**

- Strong understanding of the California health care system
- Product launch experience
- SEO and marketing automation knowledge
- Salesforce experience
- Graphic design skills

**Benefits:**

- Competitive salary
- Great work environment in convenient location (City Center 12th St BART Station in Oakland)
- Free snacks, tea, coffee
- Subsidized gym membership
- 401K contribution
- 21 paid days off a year + 9 holidays
- Medical/dental/vision coverage
- Commuter benefits

US work authorization is a prerequisite to employment for this position.

**Please submit cover letter and resume in confidence** to [jobs@iha.org](mailto:jobs@iha.org), and include “Manager, Marketing & Communications” in the subject line.

**About IHA**

The Integrated Healthcare Association is a non-profit multi-stakeholder leadership group that promotes health care quality improvement, accountability, and affordability for the benefit of all Californians. IHA members represent the most diverse and influential cross section of healthcare organizations across California. With trusted data and collaborative programs, we serve as a catalyst by forging common ground and initiating, coordinating, and leading projects that address delivery system challenges. (see [Our Work](#)). IHA was founded in 1994, has about 45 employees, and is located in downtown Oakland.