

JOB DESCRIPTION
New England Baptist Hospital

JOB TITLE: Physician Services Marketing Manger

DEPARTMENT: Strategy and Business Development

REPORTS TO: Sr. Director Marketing and Communications

I. GENERAL SUMMARY:

Under the direction of the Senior Director of Marketing and Communications this position is responsible for managing the Hospital's referring physician outreach and physician marketing program. This position will support the development of a contemporary physician marketing program designed to increase the visibility of NEBH physicians in the market place with a specific focus on hospital-to-physician and physician-to-physician relationship development.

PRINCIPAL DUTIES AND ESSENTIAL FUNCTIONS:

A. Physician Liaison

- Act as the hospital liaison to NEBH's physicians and physician groups to help establish a strong referral network. Must be able to build and maintain active, strategic relationships with physicians, their office managers and staff. Formalize a feedback loop from community and private practice physicians to inform them about ongoing operational and program planning. Develop and execute plans to enhance the relationship between the hospital, its programs and the physicians.

B. Physician Marketing and Communications

- Under direction of Sr. Director of Marketing and Communications and in collaboration with others on the Public Affairs team, implement marketing plans and tactics designed to promote the expertise of NEBH physicians to external audiences. Among other things, this will involve:
 - Development of communication materials – writing for publications, letters, digital materials, biographies and any other relevant items.
 - Coordination of CME Events – live and digital
 - Coordination of Community Education Events
 - Use of digital and other communication vehicles, using CRM capability to stay in contact with referring physicians to alert them to new developments, new physicians, etc.
 - Promotion of new physicians: press release, direct mail, internal notification, etc.
- Will establish a NEBH speakers bureau for physicians and other health care professionals designed to highlight expertise of staff in the community. Establish

and maintain outreach schedule for NEBH physicians in the community to help foster and develop these relationships. Venues include: community physician groups, community hospital grand rounds, individual physician offices, and others as determined.

- Provide marketing and practice-building council to physicians and their team. Assist physicians with the development of promotional materials and external presentations consistent with overall marketing plan.
- Develop and maintain the “for Health Professionals” section of the NEBH website, including the NEBH Video Education Portal. Develop an annual CME program schedule, coordinate events, and participate in the development of the marketing strategies to promote these services.

C. Performs other job related duties as required or directed.

Maintains a collaborative, team relationship with peers and colleagues in order to effectively contribute to the group achievement of goals, and to help foster a positive work environment.

III. JOB REQUIREMENTS:

A. JOB KNOWLEDGE AND SKILLS:

1. Demonstrated organizational skills necessary to manage projects, multiple assignments and within scheduled deadlines.
2. Must have excellent communication and presentation skills. Writing skills a must.
3. Ability to represent NEBH to external constituents in an independent and professional manner.
4. Demonstrated ability to work effectively with varied constituencies in the hospital and healthcare setting, including senior administrators and clinical leadership.
5. Must possess excellent computer skills, including competency in using the following software products:
 - Microsoft Office – Outlook, Excel, PowerPoint, and Word
 - Databases – e.g., Microsoft Dynamics CRM
6. Strong work ethic and commitment to service excellence.
7. Ability to travel in Eastern Massachusetts.
8. Ability to work some early mornings and evenings

B. EDUCATION:

- ♦ Bachelor’s degree required.

C. EXPERIENCE:

- ♦ Minimum of five years experience in referring physician outreach with increasing levels of responsibility.

- ◆ Experience in both sales/relationship management and marketing a plus

An equivalent combination of education and experience, which provides proficiency in the areas of responsibility listed above, may be substituted for the above education and experience requirements.

November 2013