

Bakersfield Memorial Hospital

Manager of Marketing

Must have a minimum of 5 years in hospital/health care marketing or related field; 7 years preferred. Bachelor's degree in Marketing, Business or related field required. Relevant experience may be substituted for degree.

The ideal candidate must have knowledge in customized direct mail/marketing campaigns, collateral materials (concept, copywriting and graphic design), and TV and print (strategic media placement). Experience with market research, demographics and interpretation to prepare/manage market communications for paid and unpaid media, public relations, performance measurement and reporting are also required. Candidate will be responsible for administrative support.

We offer competitive compensation and outstanding benefits including free medical premiums for you and dependents. We offer our nursing retirement plan, Personal Equity Plan, which allows you to take control of your retirement.

For more information, visit www.bakersfieldmemorial.org or contact Lori Jones at 661-327-4647 x 1859 or LLjones@chw.edu.

Bakersfield Memorial Hospital
Live your life on purpose.