

Cedars-Sinai Medical Center

Senior Marketing Specialist

Seeking a
World Class Healthcare Experienced Professional
to market our
World Class Medical Center and our
World Class Physicians and Clinical Services

Cedars-Sinai Medical Center has a unique opportunity for a Sr. Marketing Specialist who can come in and hit the ground running. This very experienced individual will have the opportunity to market one of the top, most highly recognizable names in healthcare and our services.

In this key senior role, you will consult and develop with the Marketing Director's approval, targeted strategies and tactics for the Medical Center's individual client groups as well as assisting the Marketing Director with the overall marketing plan for the entire Medical Center. You will serve as the primary contact to our clinical service lines for the development of their marketing campaigns. Duties and responsibilities include: researching and analyzing markets and providing information and reports to the Marketing Director and client groups for review. Creating and managing master project lists, deliverables and timelines for the Marketing Director in client meetings and in advertising campaigns. Providing support and project coordination to the Communications Department re: development of publications. Providing support in E-CRM campaigns including email list management. Providing a high level of tracking and measuring outcomes for campaign performance and effectiveness.

Educational Requirements/Experience:

- Bachelor in Arts (preferably in healthcare, marketing or business administration) required
- Minimum of 5 to 7 years progressive work experience required.
- Understanding and knowledge of healthcare environment preferred.
- Understanding and knowledge of business administration preferred.
- Solid project management, analytic and organizational skills - able to coordinate multiple complex projects with varied scope and impact simultaneously.

- Demonstrated ability to work with all levels within an organization and ability to influence end results. Excellent writing and communication skills.
- Extensive knowledge and skill with various PC and database applications including advanced Microsoft Excel, Word and PowerPoint knowledge.
- Ability to identify, summarize and report critical data.
- Must have negotiation skills.
- Excellent data organization skills and ability to organize, prioritize, and perform assigned duties with limited supervision.

Cedars-Sinai offers competitive salaries and benefits such as tuition assistance, 26 days/year paid time off, Medical/Dental/Vision, 403(b), and a choice of different retirement plans. Here, you'll be part of a vital and growing organization that offers stability in a world renowned center for clinical excellence. We are conveniently located in Beverly Hills close to downtown Los Angeles and a myriad cultural events, gustatory pleasures, and recreational opportunities.

For immediate consideration, please apply online: www.csmc.edu/careers

Mail:

Cedars-Sinai Medical Center

8723 Alden Dr., SSB-110

Los Angeles, CA 90048

Please reference the Job Title on all responses.

Cedars-Sinai welcomes and encourages diversity and is committed to maintaining a drug- and alcohol-free workplace. EOE.