

Mercy Medical Center Redding

You know what you want
In your life. And in your career.

You want a chance to excel at a fulfilling position with a world-class medical facility where people come first. Welcome to the world of Mercy Medical Center Redding. Delivering quality patient care is our purpose in life, and we achieve that through outstanding employees. Now it's your turn to discover the personal and professional connections that help build the career and the life that mean the most to you. We have the following opportunity available for a professional to join our team:

Regional Marketing Director

In this role, you will lead the development, implementation and evaluation of marketing initiatives that will help position CHW North State as an outstanding and preferred healthcare provider. Responsibilities include overseeing marketing staff; leading the team in developing short- and long-term marketing strategies based on market research as well as aligned with strategic goals and direction; recommending initiatives that will help achieve marketing goals; helping develop and implement media plans and advertising campaigns with a demonstrated return on investment; managing budgets; and evaluating marketing efforts to identify areas needing improvement.

To qualify, you must have a Bachelor's degree in a related field (Master's degree preferred) and at least 5 years of management experience (should include experience in marketing and project management). Our ideal candidate will have marketing communications experience with a large acute care facility or regional health system. Knowledge of healthcare marketing and other regulatory agency requirements is expected, as is proficiency with Microsoft Office Suite. You also must be able to lift objects weighing up to 50 pounds.

We offer a competitive salary and 100% employer paid benefits package for full-time positions. For more information please contact Kathy Sterner, Manager of Recruitment & Employment: (530) 225-6042 or kathy.sterner@chw.edu , or apply online at <http://redding.mercy.org> <http://r20.rs6.net/tn.jsp?llr=loww8yn6&et=1104204882792&s=31&e=001nksCqP_fV7rE2hl1B0gmJ4Ch8oIT9LBczurBnWz9eKOO2Wn9IPQpHUABzYFI1hB5_GXnyQOZM5q7vTf6qsJg2Lefoo6QWqjk0LshBObMTZMhvle0EFSJ4Q==>>

Live your life on purpose.

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