

NYU Langone Medical Center

Senior Marketing Manager

Cardiac & Vascular Institute

At NYU Langone Medical Center, we welcome creative and ambitious professionals with the marketing expertise needed to effectively promote our programs and services. Currently, we're looking for a talented Senior Marketing Manager to spearhead a 360-degree marketing program for our Cardiac and Vascular Institute (CVI), a world-renowned leader in cardiovascular care. If you're ready to excel in your marketing career with one of the nation's most respected healthcare organizations, this is your opportunity.

In this position you will lead the development and implementation of various marketing initiatives that align with the CVI's clinical, research and business objectives. Responsibilities include developing a strategic, research-based marketing plan collaborating with the Director of Marketing to develop branding plans and make media buys managing internal approval processes for all CVI marketing initiatives and materials leading the creative development process for all marketing collateral working with external vendors, including graphic designers and printers creating collateral print materials such as brochures and signage and managing the marketing budget. You also will work with the Communications Division marketing team to support community relations marketing events.

In addition, you will manage all content on the CVI website. This involves helping map out the strategic direction of the site's structure writing and updating copy for all pages maintaining a calendar of changes and updates managing AdWords, analytics, and search engine optimization performance and creating tracking mechanisms and metrics reports.

To qualify you must have a bachelor's degree (master's preferred) and at least 6-8 years' marketing experience with a large, complex organization. You also must have direct and online marketing experience along with a solid understanding of graphic design. Experience producing collateral material is crucial, as are excellent communication, interpersonal, project management, writing, editing, multitasking and problem-solving skills. Preferred applicants will have experience in a large hospital, healthcare delivery system or health insurance company.

We offer a competitive salary and a stimulating work environment. For further information and to apply, please forward your comprehensive cover letter (including salary requirements) and resume to Manny Balderas via e-mail: mbresumesubmission@nyumc.org or

fax: 212-404-3888 (attn: MB-MKT).

We are an equal opportunity employer.