

Director for Integrated Marketing and Communications

Reports to: AVP for Strategy, Quality and Communications
Department: Strategy, Quality and Communications
Location: Philadelphia Office
PT/FT Status: Full-time

About The National Board of Osteopathic Medical Examiners:

The National Board of Osteopathic Medical Examiners (NBOME), founded in 1934, is an independent, nongovernmental, not-for-profit organization whose mission is to protect the public by providing the means to assess competencies for osteopathic medicine and related health care professions. Osteopathic medicine is a rapidly growing area in healthcare with a whole-person centered approach to medicine. Doctors of osteopathic medicine (DOs) are one of the most rapidly growing fields in medicine today. In 2020, one in 5 physicians in the US is expected to be a DO.

The NBOME is recognized for excellence in the national and the international arena of osteopathic physician testing and evaluation. The NBOME's Comprehensive Osteopathic Medical Licensing Examination (COMLEX-USA) is the examination series universally accepted for osteopathic physician licensure in the United States, as well as by physician licensing authorities in numerous other international jurisdictions. In addition, the NBOME produces a number of other osteopathically distinct assessments for other purposes and assessments for other professional clients.

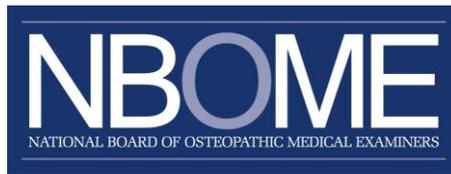
The NBOME has two locations: the Chicago Corporate Offices (near O'Hare Airport) and the Philadelphia Executive Offices (outside of Philadelphia in Conshohocken). A National Center for Clinical Skills Testing is at each location. The Director for Integrated Marketing and Communications is based in the Philadelphia office.

Expectations for all employees:

Support the organization's mission, vision and core values by exhibiting the following behaviors: upholding the public's trust for **patient safety** and high quality health care, acting with **integrity**, honesty, professionalism and fairness, taking personal and professional **accountability** for behaviors, actions and outcomes, striving for **excellence** through embracing change, continual learning and improvement, and working in a climate of **collaboration** with trust, respect and cooperation

Description:

This is a unique and rare opportunity for a highly motivated Director for Integrated Marketing Communications (IMC) to make a difference in an emerging growth area in a rapidly expanding organization with a long history as a leader in assessment within the osteopathic medical community. The Director IMC is responsible for implementing a marketing plan to maximize engagement and relationships with the osteopathic medical community and other markets, optimizing digital strategies to promote and enhance the NBOME brand and expand NBOME's reach. Leads internal teams to create and execute brand strategy, develops annual marketing plans, and leads organization messaging, advertising creative development and media planning across channels including social media. Proactively evolves campaign elements across mediums to optimize effectiveness. Impacts business results through brand metrics and media effectiveness. This position oversees a dedicated team and is responsible for managing staff, strategy, execution and metrics.



Responsibilities:

The successful candidate will lead NBOME's marketing and communications strategic initiatives, and achieve success with program and budgetary goals, alignment with organizational goals and technology needs and effectiveness and management of the NBOME marketing and communications team.

- Develops and executes brand strategies to drive increased awareness and engagement with key stakeholder audiences to increase preference for NBOME products and services with strategic business partners and prospective business partners.
- Leads internal teams for creative development and cross channel media plans with targeted audiences.
- Proactively seeks market opportunities and trends that inform media plans and communications innovation.
- Assesses performance of campaign elements and makes recommendations to leadership to evolve based on effectiveness, competitive landscape and emerging business needs.
- Optimizes branding and marketing campaign effectiveness through analytics, reporting and analysis.
- Manages brand equity and logo and ensures brand tracking across multiple channels and brand measures in reporting. Recommends changes in approach as needed to remain differentiated in market.
- Partners with key team members to identify brand, advertising and social media opportunities and synergies to optimize overall NBOME brand.
- Defines and evolves social media strategy and execution. Partners closely with counterparts across the organization to develop social media guidelines, best practices and leverage tools and resources.
- Uses social media to create meaningful engagement with existing and new stakeholders, leading to greater awareness of NBOME and strengthening stakeholder collaboration.
- Leads direct reports, and internal and external partners to ensure objectives are achieved, strong collaboration, and high performance with best in class capabilities.
- Manages budget and contracts.

Skills Needed:

- Advanced knowledge of marketing, brand and communication disciplines.
- Minimum of 7-10 years of leadership experience in professional marketing, communications or public relations environment with demonstrated experience and success.
- Experience in not-for-profit sector or academic medicine a plus.
- Bachelor's degree in journalism, communications or related field required, graduate degree preferred.
- Energetic, flexible, collaborative and proactive team leader who is positive and productive to impact strategic and tactical goals.
- Extensive experience writing, producing and editing for multiple platforms, including print publications, digital channels, social media and media relations.
- Demonstrated experience and success in translating a strategic vision into innovation, action and measuring achievement.
- Commitment to working with shared leadership and in cross-functional teams.
- Experience in building, mentoring and coaching a team.
- Superior management skills, with the ability to influence and engage others.



- Experience managing vendor relationships, with success in budget and timeline management and outcomes.
- Ability to make informed decisions in a changing environment and anticipate future needs, using critical thinking and good judgment.
- Professional demeanor, stature and confidence to gain the credibility, trust and respect of a high performing executive team and Board of Directors.
- Self-reliant, results oriented "do-er" with a sense of humor and strong desire to work in a positive and energetic work environment.

To Apply:

Forward a resume and letter of interest including salary requirements to HRAdmin@nbome.org with the position noted in subject.

NBOME is an equal opportunity employer. All applicants must be legally eligible to work in the United States.