

## **Massachusetts General Hospital**

Director of Marketing, Massachusetts General Hospital Cancer Center (MGHCC)

### **Overview**

The director of marketing for the MGHCC supports the business objectives of Massachusetts General Hospital by directing the overall marketing and corporate communications for the program. Reporting jointly to the chief marketing officer (CMO), and the executive director of the MGHCC, this position is responsible for the development, execution and evaluation of strategic marketing plans that advance the MGHCC business plan, and that are consistent with the Mass General master brand. These plans support corporate business priorities by driving volume to targeted service lines through consumer and physician marketing. The director oversees development of the various facets of marketing and public relations, including market research; electronic, print and online advertising; media relations; targeted collateral; and events. The director also offers input on communications strategies that enhance the environment for fundraising and support patient education programs.

### **Principal Duties and Responsibilities**

- Directs marketing and marketing communications planning in support of institutional objectives for the Cancer Center while also directing targeted planning that addresses business needs for individual service lines.
- Develops strategies designed to increase preference, build support and provide information to primary audiences including consumers, patients, physicians, donors, volunteers and media.
- Develops a comprehensive brand positioning for the Cancer Center in support of the Mass General core brand for the purpose of enhancing consumer awareness throughout the region, assisting fundraising and creating better understanding within the national academic medical community of the Cancer Center's mission and achievements.
- Identifies and evaluates market trends and business planning data to provide the basis for new strategic marketing initiatives in support of the primary and secondary consumer and physician markets. Collaborates on this process with administrative, research and business planning staff from Mass General and Partners HealthCare.
- Directs both quantitative and qualitative market research to support program planning. Utilizes market research to benchmark consumer and physician awareness and preferences; to evaluate communications; and to test marketing messages, advertising, publications and web content.
- Utilizes traditional and innovative advertising and communications vehicles to articulate the brand positioning and generate volume in identified service lines. These can include television, radio, print and online advertising; direct mail; and web content.
- Works in partnership with the Marketing Department staff and Cancer Center leadership to create systems to evaluate effectiveness of marketing strategies. Incorporates data into future market planning.
- Works closely with the Cancer Center's clinical administration, Mass General's Network Development group, and the Marketing Department to support ongoing development of marketing strategies aimed at community and MGH physician practices.
- Works with the CMO, members of the Marketing Department and the Cancer Center executive director to develop and manage marketing budgets within the Cancer Center. In conjunction with members of the Marketing Department staff, oversees the hiring and management of a wide range of vendors to work on Cancer Center marketing and communications projects.
- Supports the efforts of Mass General's Development Department to develop a consistent and motivating message for donors, and to incorporate market research data in fundraising planning.
- Works collaboratively with Public Affairs to generate media interest in the Cancer Center and related scientific initiatives. Utilizes media relations to support marketing strategies.
- Supervises the hiring and management of full-time staff including the Cancer Center project managers, web editor, and support staff as well as freelance writers, designers,

- video producers and other vendors. Manages the selection, promotion, utilization, retention and compensation of the Cancer Center marketing staff. Maintains an environment that attracts, retains and motivates quality staff.
- Coordinates with the Marketing Department web team to supervise the development of the Cancer Center website.
  - Serves as advisor to senior management, clinical staff and others to help develop marketing communications strategies. Provides reports to leadership groups within Mass General.
  - Coordinates and collaborates on marketing activities with Mass General marketing staff, Partners marketing staff, and administrative leadership of Dana-Farber/Harvard Cancer Center.
  - Coordinates and collaborates with representatives of Dana-Farber/Partners Cancer Care on marketing and communications-related activities.
  - Supports patient education initiatives through coordination with the Cancer Resource Room, programs for existing patients and the development of patient education collateral.

### **Qualifications**

- At least 10-15 years experience in health care planning, marketing and marketing communications required, with experience in an academic medical center preferred.
- Experience in Cancer marketing and communications preferred.
- A demonstrated ability to develop, promote and measure brand awareness within a health care environment.
- Experience in managing complex programs with demonstrated ability to effect change.
- Experience managing a professional staff.
- Experience in initiating and analyzing quantitative and qualitative market research.
- Familiarity with web marketing and advertising.
- Understanding of fundraising, media relations and public affairs required, in addition to experience integrating overall communications into an effective marketing effort.
- BA and MBA/MHA required.

### **Skills/Ability/Competencies required**

- Works effectively within a highly complex medical environment to build effective relationships, generate core programmatic support and resolve conflicting priorities.
- Proven ability to develop, implement and evaluate strategic marketing plans in the health care arena. Strong management skills necessary.
- Ability to set clear goals and priorities, and to lead staff to achieve them.
- Strong strategic, creative, analytical organizational and interpersonal skills.
- Ability to communicate and analyze complex information, including the ability to translate market research findings and market data into effective communications messages.
- Strong written and verbal skills, including the ability to write, edit and produce materials of the highest quality.
- Outstanding interpersonal skills.
- Ability to work collaboratively with individuals at all levels of an organization.

### **About Massachusetts General Hospital**

Celebrating the 200th anniversary of its founding in 1811, MGH is the oldest and largest teaching hospital of Harvard Medical School. Offering sophisticated diagnostic and therapeutic care in virtually every specialty and subspecialty of medicine and surgery, the 907-bed medical center each year admits approximately 47,650 inpatients and handles nearly 1.4 million visits to its extensive outpatient programs, including more than 88,000 emergency visits. The surgical staff performs approximately 38,000 operations annually, and the MGH Vincent Obstetrics Service delivers more than 3,500 babies a year. The largest non-government employer in the City of Boston, MGH has nearly 22,500 employees, including more than 3,700 registered nurses. MGH and Brigham and Women's Hospital (BWH) are founding members of Partners HealthCare

System, a Boston-based integrated healthcare delivery system, and MGH is consistently ranked among the nation's top hospitals by *US News and World Report*. MGH is nationally recognized for its contribution to the healthcare industry and its tradition of providing excellent patient care. The MGH reflects this quality in its operation.

### **About Massachusetts General Hospital Cancer Center (MGHCC)**

An integral part of one of the world's most distinguished medical centers, the Massachusetts General Hospital Cancer Center is chosen by more cancer patients than any other hospital in New England. Its commitment to eradicating cancer is fueled by scientific investigation conducted as part of the largest hospital-based research program in the United States.

Known for providing individualized, compassionate care to both adults and children, the Cancer Center comprises 18 fully integrated, multidisciplinary clinical programs and a vast network of support and educational services.

The Cancer Center is consistently ranked as one of the best in the country by U.S. News & World Report. Its nurses were the first in the state to achieve Magnet status in recognition of the hospital's exceptional nursing care.

Through a powerful synergy between scientists in the laboratories and physicians at the bedside, the Cancer Center fosters innovation in basic, translational and clinical research.

It is a founding member of the DF/HCC, a Harvard Medical School consortium designated by the National Cancer Institute as a comprehensive cancer center. This prestigious seven-member center forms the largest cancer research collaboration in the country.

Massachusetts General Hospital Cancer Center and Dana-Farber/Brigham and Women's Cancer Center collaborate on joint clinical trials, education, training programs and quality of care improvements.

For more information on the Massachusetts General Hospital and the MGH Cancer Center please visit [www.massgeneral.org](http://www.massgeneral.org).

To apply directly to the position please go to [www.mghcareers.org](http://www.mghcareers.org) and search for **req # 2220522**.