



## Employment Opportunity for: Marketing Manager

### Position Purpose

The Marketing Manager helps plan, implement, and oversee marketing efforts to consistently communicate and effectively promote MiHIN's mission and value to stakeholders in Michigan. The Marketing Manager works to ensure that MiHIN is viewed as a leading voice and resource for information within the complex, dynamic, and growing health information sector, and works closely with internal MiHIN team members and external stakeholders as a branding partner on a variety of strategic initiatives.

MiHIN's marketing efforts are not focused on traditional activities that involve heavy expenditures such as advertising and brand-building campaigns, but are instead heavily focused on public relations and relationship-building efforts to help audiences understand the value of participating in the statewide health information network.

The successful applicant will be a highly-motivated, focused team player who works well with others to set and achieve goals.

### Essential Functions and Basic Duties

- Manage marketing activities for MiHIN as directed by the Director of Marketing and Communications and core MiHIN leadership, within designated budgetary guidelines
- Work closely with the Marketing/Communications team to actively develop MiHIN's brand image, and assist in capturing and projecting the MiHIN voice
- Identify opportunities to improve marketing efforts by listening to internal team members and external stakeholders/market
- Coordinate internal processes to help MiHIN improve marketing efforts
- Plan, implement and oversee marketing activities
- Help analyze, evaluate, and improve customer relationship management processes
- Coordinate closely with Marketing/Communications team to ensure all messaging and branding activities are aligned and support core MiHIN marketing/communications goals
- Help coordinate market research and develop action plans to address research findings
- Work closely with Marketing/Communications team to plan, schedule and host focus groups and establish customer feedback loops to extract market needs
- Help create and update messaging and collateral surrounding MiHIN's services
- Help develop and implement the company's annual marketing/communications plan in collaboration with senior management



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- Help coordinate MiHIN's Connecting Michigan for Health conference goals with MiHIN's core marketing goals, including assistance with identifying and nurturing sponsorship opportunities
- Help manage development, distribution, and maintenance of print and electronic collateral to support company marketing goals
- Manage all media contacts – identify media outlets, develop relationships, manage releases to primary and secondary media outlets
- Help establish promotions to support new releases or updates to MiHIN service offerings
- Help ensure that new and consistent information (article links, stories, and events) is posted regularly to MiHIN website to support marketing goals
- Routinely communicate marketing project status, resource utilization, and high-level schedules to director and core leadership
- Work with internal MiHIN team members and external stakeholders including the State of Michigan to serve as the primary day-to-day contact regarding MiHIN's marketing activities
- Support and collaborate on MiHIN internal and external events to ensure marketing goals are met and enhanced by events
- Ensure that necessary parties (staff, vendors, and stakeholders) are included to accomplish meeting agendas, goals and the project milestones or deliverables
- Manage marketing projects day-to-day including initiating, coordinating, scheduling, preparing agendas, tracking follow-ups actions, and documenting meeting activities
- Effectively communicate and respond via email, telephone, and formal writing
- Assist in developing and documenting related policies and procedures
- Attend/participate in weekly marketing calls, stakeholder roll calls, staff roll calls, and related meetings as directed and required

### Required Qualifications

- Bachelor's degree and 3-5 years relevant work experience
- Thorough knowledge of marketing and public relations methods, techniques, and tools
- Ability to write and communicate effectively
- Excellent team facilitation and listening skills
- Team player with a team-first attitude
- High sense of urgency and penchant for informed action
- Familiarity with common online collaboration and presentation tools
- Mastery of Microsoft Office tools including Microsoft Word, Excel, and PowerPoint



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### Desired Qualifications

- Master's degree
- Prior experience with large-scale, multi-participant information technology projects
- Prior experience with Salesforce or similar customer relationship management tool
- Prior experience establishing customer feedback loops including focus groups, social media, customer outreach, surveys, etc. and implementing actions derived from customer feedback
- Prior experience with both large corporations and small startup organizations
- Prior experience working with the State of Michigan Department of Health and Human Services and/or the Department of Technology, Management & Budget
- Prior experience with high tech, public sector, and/or healthcare industries
- Fun to work with and patient

**Position Reports to:** Director of Marketing and Communications

**Supervisory Role:** This position may manage other employees or contractors

**Job Location:** East Lansing, MI

### What is MiHIN?

The Michigan Health Information Network Shared Services (MiHIN) is Michigan's state-designated entity to improve health care quality, efficiency, and patient safety by sharing electronic health information statewide, helping reduce costs for patients, providers, and payers. MiHIN is a non-profit, public-private collaboration that includes stakeholders from the State of Michigan, health information exchanges that serve Michigan, health systems and providers, health plans/payers, pharmacies, and the Governor's Health Information Technology Commission.

### Our Culture:

MiHIN provides a stimulating, high-energy environment for a wide variety of talented people who are making a positive improvement in healthcare. We're working to build a healthier future for the state of Michigan, and we are always looking for motivated, bright, efficient professionals and interns to help advance our goals for sharing health information in ways that reduce costs and improve outcomes.

### Our Benefits:

MiHIN's health benefits are incredibly generous and quite rare in today's job market. At this time our employees realize little to no out-of-pocket expenses for excellent



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coverage. MiHIN covers 100% of the cost of premiums so there are no deductions from paychecks for insurance. MiHIN may also contribute to a Health Savings Account, known as an HSA, to cover the full or partial amount of the annual health insurance deductible. That means MiHIN currently covers the cost of premiums *and* the full or partial cost of the health insurance deductible, to minimize or completely eliminate employee out-of-pocket expenses.

### Application Instructions

- Please email cover letter, resume, writing sample, and three full references to [jobs@mihin.org](mailto:jobs@mihin.org) for consideration
- Review will begin immediately as qualified candidate applications are received and will continue until the position is filled

### Notice

MiHIN does not discriminate in employment against persons based on age, color, disability, gender, gender identity/gender expression, genetic information, familial status, height, marital status, national origin, political persuasion, race, religion, sex, sexual orientation, veteran status, or weight. Applicants must be legally permitted to work in the United States and have the ability to pass a background and history check in keeping with federal and state regulations.