



EMAIL HRRECRUITER@AURORADX.COM

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Position Information:

Position: Director of Marketing
Location: Corporate Office – Palm Beach Gardens, FL
Department: Marketing
Status: Exempt/Full-Time
Schedule: Monday-Friday

Essential Functions:

- Designs, implements, and facilitates strategic marketing plan for the company.
- Supports and facilitates the development and implementation of the company's product-specific marketing plans.
- Plans and administers the company's Marketing Operations budget; support development of regional marketing budgets.
- Overseas short and long-term product development initiatives and goals for vertical market product lines.
- Leads cross-functional teams to align and drive product line goals and initiatives in conjunction with product managers, as well as participates in cross-functional teams to represent marketing's responsibilities and positions.
- Directs overall company brand development
- Plans and oversees advertising and promotion activities including print, online, electronic media, and direct mail.
- Oversees corporate communications and public relations activities through external/internal communications and systems and external vendors and consultants.
- Develops and administers marketing database which includes client and prospect information, mailing list applications, access to financial reports, etc.
- Oversees Corporate and ADX partner web site design and maintenance.
- Develops and recommends product positioning, packaging, and pricing strategy to produce the highest possible long-term market share.
- Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Monitors company industry position through competitor review of products, sales and marketing activities.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Guides preparation of marketing activity reports and presents to executive management.

All job requirements listed indicate the minimum level of education, knowledge, skills and/or experience necessary to proficiently perform the job. This job description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Employees will be required to perform any other job-related duties assigned by their supervisor, subject to reasonable accommodations.

- Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events.
- Manages and directs staff including recruitment, selection and development to achieve company goals and objectives.
- Maintains strictest confidentiality.
- Performs other duties as assigned.

To qualify, the successful candidates must possess:

- Bachelor's Degree in Marketing, Business, Communications, or Healthcare Administration
- Minimum of 5 years of experience in marketing/product management, preferably in a health care setting.
- General office equipment including but not limited to personal computers, fax machines, copiers, and printers.
- Proficiency in Microsoft Office applications, including Microsoft Word and Excel.
- Knowledge of concepts of marketing including marketing strategies, market research, product development, marketing communications and public relations
- Knowledge of grammar, spelling, and punctuation to type from draft copy, review and edit reports, and correspondence
- Skill in development of marketing strategies and marketing analysis.
- Skill in computer applications
- Skill in verbal and written communication
- Skill in gathering and reporting information
- Ability to handle multiple projects simultaneously, set priorities, and meet deadlines
- Ability to establish and maintain effective working relationships.

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