

NOVEMBER 2007



## **JOB ANNOUNCEMENT:**

### **Marketing & Communications Manager**

**MGH INSTITUTE**  
**OF HEALTH PROFESSIONS**  
an academic affiliate of Massachusetts General Hospital

**The Marketing & Communications Manager** directs the day-to-day activities related to the strategic marketing plan, supporting the organization's enrollment goals. Working closely with the Director of External Relations, as well as with Admissions and other academic programs, the Manager will plan and implement a marketing plan designed to raise the institution's visibility both regionally and nationally to help attract an increasing number of qualified applicants.

Knowledge of advertising practices and principles of major media, understanding of the competitive higher education market, and familiarity with major higher education marketing vehicles required. A creative thinker with the ability to effectively communicate information for multiple audiences, with clarity and crispness, is essential. Computer literacy and knowledge of web-based marketing strategies and techniques (PPC, SEO), as well as current technological developments or trends required. Oversee communications activities (which may include Institute-wide community relations initiatives), such as the drafting and distribution of press releases, as well as pitching story ideas to journalists and news outlets.

**Marketing activities:** Create engaging copy and oversee design and production of print, online and other forms of advertising to positively impact enrollment of diverse populations. Source and manage vendors for freelance writing, design, photography, and printing. Manage marketing budget; benchmark and evaluate the effectiveness of various advertising channels. Ensure adherence to Institute Style Guide, and accuracy of information in all marketing materials. Assist in managing website content.

**Communications activities:** Develop and maintain relationships across the Institute which will provide interesting and newsworthy story leads about faculty, students or alumni. Cultivate relationships with reporters and editors to pitch story ideas; candidates should have a demonstrated track record in generating media coverage. Interview and write for internal publications (annual report, alumni newsletter), as well as edit/proofread copy drafted by others; coordinate photo shoots.

**Qualifications:** Bachelor's degree required, with master's preferred, in marketing, communications or related field. Minimum 5 - 7 years experience in a marketing environment, preferably in a higher education setting. Superior written and oral communications skills are essential. Proficient in MS Office environment, Adobe Creative Suite (InDesign, Photoshop), as well as web-publishing skills, all highly desirable. Starting salary from \$55k to low \$60s, commensurate with experience.

**About Us:** The MGH Institute of Health Professions, an academic affiliate of Massachusetts General Hospital, is an innovative and independent graduate school that operates within the framework of the Partners HealthCare System. A progressive leader in developing comprehensive models of health care education, the MGH Institute prepares advanced practice professionals in the fields of nursing, physical therapy, speech-language pathology, clinical investigation and medical imaging through a distinctive combination of academic study, clinical practice and research. An average of 800 students are enrolled in graduate-level degree and certificate programs. The Institute is accredited by the New England Association of Schools and Colleges. For more information, visit [www.mghihp.edu](http://www.mghihp.edu).

**Send cover letter, resume, 1-2 recent writing samples, and salary requirements to:**

Martha Hanlon  
*Manager, Staff and Professional Development*  
Partners HealthCare System  
101 Merrimac Street, Suite 300  
Boston, MA 02114  
Fax (617)724-1000  
[mmhanlon@partners.org](mailto:mmhanlon@partners.org)