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**JOB POSTING
OFFICE OF HUMAN RESOURCES
January 6, 2017**

POSITION: Health Center Public Relations & Marketing Manager (New Position)

DEPARTMENT: Health Centers

DIVISION: Academic Affairs

HOURS: Full-Time, Exempt, 35 hours per week, Monday through Friday

LOCATION: Rochester Health Center

Note: as a member of our exempt work force there could be occasions when a commitment beyond the normal workweek may be required. Occasional evening and weekend hours.

General Description:

The position of Health Center Public Relations and Marketing Manager is a full-time appointment requiring service to the College to meet its mission, specifically to establish and oversee the production and dissemination of the image of NYCC's affiliated health centers via a variety of marketing opportunities and diverse communication vehicles.

Organizational Relationships:

1. Reports to the Associate Vice President of Academic Affairs and Institutional Effectiveness.
2. Works in partnership with the Health Center Administrators/Chiefs of Staff and Director of Health Center Operations.
3. Works closely with each Health Center's Clinical Educator and Senior Clerk.
4. Provides supervision in conjunction with Levittown Health Center Administrator to the Public Relations Coordinator.
5. Collaborates with faculty, staff and students within the Health Centers.

Specific Duties and Responsibilities:

1. Oversee and is responsible for the Health Center marketing efforts, advertising, and promotional events.
2. Collaborate with each Health Centers Administrator/Chief of Staff to schedule student supervision and clinician participation at events.
3. Develop a Marketing plan for each Health Center.
4. Develop student participation and performance assessment from a public relations perspective and oversees awarding of student credits at each health center.

5. Work closely with the Health Center Administrators/Chiefs of Staff with assistance from the Clinical Educator's/Public Relations Coordinator to develop and deploy each Health Center's marketing and advertising plan.
6. Establish and oversee the delivery of internal and external community events associated with each Health Center such as health fairs, workshops and presentations, sporting events, and scoliosis screenings, ensuring that a licensed clinician is present if required.
7. Establish and maintain a schedule that promotes collaboration among Health Center faculty, staff and students. Travel to each Health Center regularly to meet with Health Center faculty, staff and students to determine and plan public relations and marketing needs.
8. Participate in Health Center orientation and provide in-services at least two times per trimester, either in person or virtually, to students on various topics, including but not limited to, public speaking, public relations, marketing and advertising.
9. Work with Clinical Educator/Public Relations Coordinator to assist students in developing materials for presentations and establish a peer review process in collaboration with clinicians.
10. Develop and oversee a process that allows all students to actively participate in and deliver presentations. Provide direct supervision to students at Rochester Health Center to deliver presentations and work with the Clinical Educators/Public Relations Coordinator at other Health Centers to ensure delivery.
11. Maintain resources within budget and fulfill any contractual/compliance requirements associated with marketing events.
12. Responsible for the production of social media and website updates within the parameters of the college's branding initiative and organizational culture.
13. Collaborate with Institutional Advancement, Enrollment Management and the Web Developer, as needed, for promotional and marketing activities.
14. Develop and oversee the process and assist clinicians and students with sending patient recall, birthday, and holiday cards.
15. Oversee the development and production of professional and patient communication and education materials, including but not limited to, patient welcome packets, referral letters, correspondence with other treating providers, and new patient follow-up calls.
16. Maintain a professional relationship with NYCC stakeholders.

Methods of Accountability:

1. Verbal and written communications with Health Center faculty, staff and students.
2. Compliance with the College's policies.
3. Efficient and effective marketing and community activities that advance the image and mission of the health centers.
4. Written feedback from students and other College constituents.
5. Annual performance evaluations by the Associate Vice President of Academic Affairs and Institutional Effectiveness with input from Health Center Administrators/Chiefs of Staff and Director of Health Center Operations.

Mental and Physical Requirements:

1. Effective and professional verbal and written communication skills.
2. Responsible judgment.
3. Projects a positive and professional demeanor.
4. Able to work events which may be scheduled during the day, evenings and occasional weekends.
5. Excellent customer service, time management, organizational, and interpersonal skills required.
6. Basic proficiency in PC use and Microsoft Office programs (Word, Excel, PowerPoint, and Outlook).
7. Ability to manage stressful situations in a fast-paced, multi-task work environment.
8. Some travel required.

Education, Training and Experience:

1. Five years' experience in public relations, marketing or related field, bachelor's degree preferred.
2. Valid driver's license and ability to travel to off-site presentations.
3. Experience in health care, higher education or related fields preferred.

NOTE: Due to the driving/ travel requirements, this position is subject to the College's Motor Vehicle Use Policy and the employee will be required to sign a release upon hire, as well as, annually; so that the College may obtain a Motor Vehicle Report for the personnel file.

If you are interested in applying for this position; please submit a cover letter, resume and contact information for three professional references to: the Office of Human Resources, 2360 State Route 89, Seneca Falls, NY 13148, or e-mail your response to: sbowman@nycc.edu

** Employment is subject to the favorable result of a background investigation and where applicable, confirmation of appropriate degrees and credentialing.*

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