



Marshall B. KETCHUM UNIVERSITY

Assistant Director of Marketing and Communications

JOB SUMMARY

The Assistant Director of Marketing and Communications is responsible for supporting the marketing and communications needs of Marshall B. Ketchum University and Ketchum Health, the clinical teaching facility of the University. Under the supervision of the Director of Marketing and Communications, the Assistant Director of Marketing and Communications will assist in the execution of marketing plans, analyze campaign results, interface with clinicians and patients, develop marketing materials and timely content, and coordinate the production of print and digital materials. Essential to the position are strong interpersonal, writing, organizational, and communication skills. We are looking for a team player with a flexible outlook and ability to work under deadlines while managing multiple projects.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Assistant Director of Marketing and Communications is responsible for creating materials in support of the University and Clinic goals and priorities. The Assistant Director of Marketing and Communications will:

- Assist in the management of projects on behalf of MBKU and Ketchum Health.
- Work with the Associate Dean of Clinics and other Ketchum Health faculty and staff members to increase patient census.
- Serve on committees in support of the strategic priorities for Ketchum Health.
- Coordinate with the Director of Marketing and Communications and relevant faculty and staff members to develop, craft, create, update, and edit publication copy, including but not limited to: printed brochures, newsletters, emails, fact sheets, presentations, advertisements, articles, and other digital content.
- Support of the Director of Marketing and Communications in the development of plans for the University and Ketchum Health and assist in the execution of those plans.

- In concert with the Digital Marketing Manager, assist in the management content on ketchumhealth.org and Ketchum Health's social media channels.
- In concert with Graphic Designers, develop on-brand and visually appealing materials on behalf of the University and Clinic.
- Responsible for on-time delivery of campaign results and tracking of analytics.
- Manage the coordination of Ketchum Health related events and support the coordination of University related events.
- Manage the monthly internal news publication, MBKU News.
- Write and manage Ketchum Health related press releases, talking points, etc.
- Assist the Director of Marketing and Communications with the management of the Ketchum Health marketing budget.

QUALIFICATION REQUIREMENTS

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EDUCATION AND/OR EXPERIENCE

The minimum amount of education and experience that an individual needs in order to successfully perform the essential duties of the position is:

- Required: Bachelor's degree in health science, healthcare, marketing, communications, journalism, or related field.
- 5-7 years of progressive professional experience in higher education, healthcare or a nonprofit setting.

ABOUT THE ORGANIZATION

Located in Fullerton, CA, Marshall B. Ketchum University is an independent, private, non-profit, accredited educational institution. MBKU is home to the Southern California College of Optometry, the School of Physician Assistant Studies and College of Pharmacy. Named after the founder of the optometric institution in 1904, the change to the University structure addresses the growing demand for highly skilled health care professionals.

The University's Southern California College of Optometry confers a Doctor of Optometry (OD) and a Master of Science in Vision Science (MS) degree. MBKU's School of Physician Assistant Studies under the College of Health Sciences awards a Master of Medical Sciences (MMS) degree. MBKU's College of Pharmacy welcomed its first class in the fall of 2016 and awarded the first Doctor of Pharmacy (PharmD) degree in Spring of 2020. MBKU owns and operates two premier eye and vision care centers: the University Eye Center at Ketchum Health and the University Eye Center at Los Angeles.

BENEFITS

MBKU provides an excellent benefits package including medical, dental, and life insurance, free vision exams, short and long term disability, generous paid time off plans, a university-sponsored retirement plan with a 9% contribution and an on-site fitness center located on the Fullerton campus. See our website under *Employment* for more details regarding benefits of working for MBKU (www.ketchum.edu).

HOW TO APPLY

Interested candidates, please send a cover letter along with your resume and

salary requirements to humanresources@ketchum.edu. Application submission closes July 1, 2021.

MBKU is an equal opportunity employer; requirements are subject to possible modification to reasonably accommodate individuals with disabilities.