



**Job Title:** Director of Marketing  
**Reports to:** Chief Operating Officer (COO)  
**Department:** Marketing

**FLSA Classification:** Exempt  
**Grade:** 19

It is with our customers and our employees in mind that the Director of Marketing seeks to promote the collective values and to live by the behaviors set forth.

**Position Summary:**

The Director of Marketing is responsible for developing and managing all internal and external marketing and communications initiatives for Access Health CT (AHCT) and/or other lines of business, including but not limited to brand awareness, advertising, public relations, social media, and web, as well as appropriate evaluation and measurement strategies to gauge the effectiveness of marketing campaigns with stakeholders.

All marketing activities must support the role of AHCT in Connecticut, which is to decrease the number of uninsured, reducing health care costs, and improving individual and community health. The Director of Marketing also oversees efforts to promote other focus areas like Small Business Health Options Program (SHOP) and any future ancillary products.

The Director of Marketing is a member of the Senior Leadership team (SLT) and provides input and awareness focused on marketing strategies that influence other functional areas of the organization. The Director of Marketing reports to the Chief Operating Officer (COO) and manages marketing employees.

**Duties and Responsibilities**

- Responsible for defining and developing marketing across all channels ensuring quality, clarity and consistency that supports AHCT’s corporate strategic goals.
- Leads strategic goals related to all media channels that support AHCT’s marketing efforts, including, but not limited to Public Relations, Advertising, Social & Mass Media, Web, and Communications.
- Develops programs with quantifiable objectives and measurable results for key metrics, including user acquisition, conversion rates, engagement rates, satisfaction and renewal rates.
- Responsible for all the publicity that supports internal and external brand promotion, preference and perception amongst target audiences.
- Provides strategic direction for creative and content across all platforms in the organization to ensure brand unity, simplification of message and consistency.
- Spokesperson to media outlets); represents the Exchange at local, state and national forums/meetings with different stakeholders.

**Requirements of the Position**

- Work in close partnership with the COO to identify new business opportunities and needs.

- Exhibit thorough knowledge of AHCT processes and ensure compliance with all standard policies and procedures.
- Work with marketing staff to generate new, creative ideas & strategies in support of department goals.
- Increase growth opportunities within all lines of business in Connecticut.

**Department Management:**

- Maintain department budget
- Represent the Exchange at local, state, and national health reform forums.
- Attend all required management/supervisory training.
- Encourages employee growth and development.
- Prepares mid-year and annual performance reviews.
- Ensure employee goals are in-line with department goals
- Meets weekly with staff and conducts bi-weekly 1:1s.
- Actively participate as a member of the Senior Leadership Team.

**Qualifications:**

- BA/BS degree in Marketing, Business, or related field.
- 5-7 years' experience in a professional marketing, PR or communications position.
- Previous experiencing managing both administrative and professional staff.
- Considerable knowledge of health insurance related program development on a national and state level.
- Superior skills in communicating effectively across a broad and diverse spectrum of stakeholder.
- Demonstrable experience in developing strategies and business plans for all marketing aspects (i.e. branding, product promotion, etc.)
- Solid understanding of market research and data analysis methods.

**Physical Demands:** the physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, hear, stand, use hands to type data, and utilize a phone or other electronic communication devices. This employee may have to operate business machines and lift up to 20 lbs.

**Work Environment:** this is an in-office role in which the noise level in the work environment is usually moderate. Requires fast-paced deadlines and has a high stress at times. Frequent travel required.

**AHCT is an Equal Opportunity and Affirmative Action Employer**