**JOB DESCRIPTION**

**TITLE: Director of Marketing and Sales**

Reports To: President

**ABOUT THE ADVIS GROUP**

**The Advis Group is united in growing a nationally recognized healthcare consultant organization** known for its forward-thinking solutions. Advis fosters a dynamic, diverse and caring workplace. We seek people looking to pursue exceptional work in an intellectually challenging environment. When recruiting experienced professionals in both consulting (legal, clinical, financial) and support areas, Advis looks for people with integrity, drive, a passion for excellence, a belief in the power of team, and strong leadership potential. The Advis Group offers an exceptional work environment and competitive pay and benefits. We currently seek an innovative and outcome orientated Director of Marketing and Sales.

**JOB SUMMARY AND RESPONSIBILITIES**

The Director of Marketing position is responsible for managing marketing, communications and sales functions of Advis. These duties include: Communications, Marketing, Sales, Social Media, Events Planning, Digital Services, Brand Building and CRM. Work hand-in-hand with the Advis President, the Chief Strategy Office, and marketing team support; provide integrated marketing, communications, and sales solutions to help Advis reach its strategic and operational goals.

This position requires active problem-solving, strong attention to detail, and effective interpersonal and leadership skills. The majority of the work is conducted during normal business hours but may, from time to time, require a greater commitment given the nature of the projects and deadlines.

**SCOPE OF RESPONSIBILITY**

The job functions and responsibilities are carried out within the framework of The Advis Group mission and vision. The position is bound by all policies and procedures of The Advis Group.

The Director of Marketing and Sales is expected to identify, develop, lead, and execute projects that generate new business and new programs or product lines and services. It is expected that the Director of Marketing’s day-to-day work is carried out with little to no supervision. The successful candidate will possess the ability to independently manage a project to fruition. The Director of Marketing must demonstrate his/her ability to lead others through a project successfully. He/she must possess the organizational skills to manage multiple projects at once.

Specific duties include, but are not limited to:

* Identification of market opportunities and key strategic priorities that support growth goals of Advis;
* Securing speaking opportunities, develops webinars, white papers, and web content to foster prospect and client engagement;
* Leading media relations ensuring strategic story placement and visibility for the firm in prime media outlets;
* Developing executive communications that foster a culture of collegiality and excellence;
* Creating innovative events that support client networking and new business leads. Lead marketing efforts for the annual Advis Healthcare Seminar and Golf Outing;
* Directly manage members of the marketing team while helping to ensure that Advis remains competitive in a rapidly changing industry;
* Leverages CRM/Direct Marketing platform, creating compelling content, to best reach potential customers and drive organizational growth;
* Developing and utilizing digital platforms to ensure robust SEO performance and social media presence;
* Driving brand activities, brand implementation, and brand messaging;
* Developing and managing dashboards and analytics reports, including identification and aggregation of key activities and success metrics; and
* Participating in internal Advis Group committees.

**POSITION REQUIREMENTS**

* Proven ability to implement successful, measurable marketing and communications plans that drive growth;
* Ability to communicate complex subjects in simplified and compelling ways;
* An entrepreneurial attitude for driving growth for The Advis Group;
* Prior consulting and / or service firm experience preferred;
* Knowledge of The Advis Group infrastructure, policies and procedures;
* Ability to collaborate with others;
* Excellent oral and writing skills;
* Strong working knowledge of CRM systems, including SalesForce and PARDOT;
* Strong working knowledge of Digital Campaign Management via Google Adwords;
* Strong working knowledge of paid search, organic search, and SEO best practices;
* Strong knowledge of digital platforms and emerging digital technology;
* Strong knowledge of corporate communications and media relations;
* Strong proofreading skills and attention to detail; and
* Ability to operate in a fast-changing business environment.

Job Type: Full-time

Experience:

* Marketing: 10 years (Required)