

DIRECTOR OF MARKETING AND DEVELOPMENT

DISTINGUISHING FEATURES OF THE CLASS: Under general direction, the incumbent of this class is responsible for directing, coordinating, developing and implementing programs to promote professional, individual and community support for the Westchester Medical Center and its programs and services. Responsibility involves overseeing, coordinating and implementing special projects including fund raising projects, promotion of patient services available at the Medical Center, providing public education and information, clarifying controversial health and welfare issues, and developing effective communications with the staff, the public and health service agencies. Supervision is exercised over a number of support professional and clerical staff. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Confers with hospital managers in the formulation of policies and procedures affecting communications and the development of programs for the Medical Center;

Identifies health educational interests and needs of the community and coordinate hospital-sponsored health educational programs, and arranges for specialized instructional resources;

Provides hospital input in collaboration with community health programs and services;

Participates as a member of committees, serving either as resource person or representative of the hospital;

Participates in program planning for the development of the hospital with target markets by means of communication, distribution of information, motivation and outreach to the market;

Participates in the development of hospital goals and objectives, plans and programs as a member of the hospital executive management;

Organizes and conducts open houses, displays and visitor tours in order to acquaint the public with patient care and related services offered by the Medical Center;

Addresses civic, business and community groups and organizations to promote interest and good will toward the Medical Center;

Receives and responds to complaints and inquiries by the public and conducts follow up to ensure their satisfactory resolution;

Assembles reports, charts and graphic materials, as required;

Evaluates need for patient care services by conducting surveys of other health care services throughout the county in order to determine which services they are and are not currently providing which the Medical Center may be interested in pursuing;

Contacts potential patients, physicians, other hospitals, business and industrial firms in order to develop new markets for the Medical Center;

EXAMPLES OF WORK: (Illustrative Only) (Continued)

Surveys patient attitudes and evaluations of the care and services they received, and makes recommendations for improvement or development of new services;

Develops and maintains on-going communications and cooperative working relationships with County departments and may function as a legislative liaison;

Participates in the development and compilation of the Westchester Medical Center Master Plan in the area of development;

Performs related administrative tasks to ensure the smooth and efficient operation of the program and the day-to-day operation of the Medical Center.

SUGGESTED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the principles and practices of community relations, particularly as they apply to hospital administration; familiarity with the operation and organization of a large specialty care hospital and its role in relation to the community which it serves; ability to compose, assemble, organize and present information, data and narrative reports; creative ability in the design and preparation of brochures, graphic materials, publicity materials and display; ability to interpret facts, ideas and techniques in an interesting and informative manner which will engage the interest of the general public; ability to establish and maintain effective working relationships with members of the press, hospital and county administrators, employees, volunteers and community representatives; ability to communicate in an articulate manner for public speaking; initiative and creativity in seeking new approaches to accomplish favorable relationships between the Medical Center and the community which it services; sound judgement; tactful manner; sensitivity; resourcefulness; physical condition commensurate with the demands of the position.

DESIRABLE TRAINING AND EXPERIENCE: A Bachelor's Degree* and seven years of experience in public administration, two of which must have involved public information and/or community relations.

SUBSTITUTION: A Master's Degree* in English, Journalism, Public Relations, or Communications may be substituted for one year of the above stated public information and/or community relations experience. A Master's Degree* in Public, Health or Hospital Administration may be substituted for one year of the above stated public administration experience.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education at a post-secondary, degree-granting institution.