



MARKETING DIRECTOR

Discern Health is a rapidly growing Baltimore-based healthcare consulting firm providing strategic direction and solutions to government and nonprofit agencies, health insurers, and life sciences companies. Our focus on value-based care aims to increase the quality and performance of the U.S. health care system. Many of Discern's projects focus on the best ways to measure health care quality and how to incentivize doctors and hospital to improve results.

The role of the Marketing Director is to work with Discern's senior staff to generate and convert business development opportunities. The market demand for Discern's expertise is very strong. As the firm grows, it needs to implement new business development processes. This is a new position with a significant leadership opportunity to build a marketing program.

Reporting to the VP of Operations and working with the Operations Manager, specific areas of responsibility include:

Marketing:

- Developing an overall marketing strategy and communications plan
- Developing materials and processes that support the plan by describing Discern Health's general capabilities and qualifications, as well as service offerings for specific client categories
- The materials will include: web site, e-newsletters and other online content, social media postings, capabilities statements, slide decks, example work products, case studies and leave behind materials
- Developing and managing marketing budgets and tracking outcomes
- Implementing communications tactics to enhance Discern's reputation as a thought leader and reliable partner

Business Development:

- Conducting market research to identify business development opportunities and strategy
- Generate business development leads through:
 - Outreach to potential new clients
 - Referrals from existing clients
 - Professional networking

- Inquiries received by Discern
- Advertising/General Marketing
- Monitoring for relevant RFPs
- Work with senior staff to translate leads into project proposals
- Coordinate with staff and clients to convert proposals into signed scopes of work

Required Qualifications:

- Creativity and energy to build a marketing program
- Bachelor's degree in Marketing, Business Administration or other equivalent field **and** 5 years of marketing experience **OR**
- A master's degree in marketing and 4 years of experience in the marketing field
- Strong verbal and written communication skills
- Strong interpersonal, supervisory skills
- Able to meet deadlines and thrive in a fast-paced work environment
- Proficiency in Microsoft Office programs (Word, Excel, PowerPoint)

Other Qualifications

- **Preferred:** Health care subject matter knowledge or experience
- **Preferred:** Experience in a consulting or professional services environment

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