

The Recognized Leader and Advocate for Profes s ional Nurs ing in Ohio

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| Title: | Chief Marketing Officer (CMO) | Repo rts to: | Chief Executive Officer |
| Depa rtm en t: | Administrative | Em ployee s ta tus : | Administrative |
| Pa y: | Salary | La s t Revis ed : | 11/17/2017 |
| Collec tive Ba rga ining Sta tus : | Non-Union |

Role Overview

The Ohio Nurs es Ass ociation (ONA) is se eking a Chief Marketing Officer (CMO) to join us on an incredible journey and shape s trategies that will drive our plans to scale and evolve.

The ideal candidate is an innovative and res ourceful marketing leader with a s trong operational

bent, who is pass ionate about creating profound, measurable improvements for the overall nursing community in Ohio.

A Driver and Develop e r

Connecting the dots will be a big part of this role. The CMO se rves as part of the ONA se nior

leadership team, as directed by the CEO, in s ervice excellence for ONA’s personnel and members. The CMO will:

* Arrive with core m arketing kno wledg e and experience, ready to direct, manage and evaluate our current Marketing and Communications efforts
* Evolve the way we do thing s , including process and operations, to better reach our core audiences and drive increase d membership recruitment and retention
* Lead on da y one , and quickly develop a deep understanding of both our accreditation and Continuing Education programs and our Health Policy and Nursing practice

A Le ade r and Le arne r

You know a lot about great leadership; you’ll learn a lot about great nursing. The CMO will have three direct reports:

* Director, Marketing & Com m un ication s : overse es day-to-day implementation of s trategies to leverage traditional media as well as web, social media, marketing

automation, and analytics to drive recruitment, retention and revenue

* Director, Con tinu ing Edu cation : overse es organization's educational and accreditation programs, both important components of ONA’s overall engagement s trategy
* Director, Health Policy and Nurs ing : overse es s trategy and development of ONA’s policy, philosophy and programs

All functions of the job are performed in support of ONA Bylaws, E&GW Guidelines and ONA/ONEA contract and in accordance with the ONEA contract.

Esse ntia l Functions

Marketing Prog ram s

* Direct all marketing and communications, including all print and electronic

communications and marketing to registered nurse s , including newsletters, emails, surveys, brochures, website, social media, etc.

* Design and implement a plan to engage, attract and retain members, se ll ONA products

/ se rvices and improve customer experience

* Provide the CEO and your fellow se nior leaders with new business opportunities, partnerships, sponsors hips and tools to engage Ohio nurse s
* Manage member and customer data, data analytics and measurement to guide overall marketing, including s trategic se gmentation and marketing campaigns for each group

Marketing Op eration s

* Evaluate and evolve current processe s to s treamline workflow
* Review contracts and provide well-articulated ins ource / outs ource recommendations
* Own the Marketing P&L, working with accounting to develop and manage budget for

recruitment, retention, communications, data management, accreditation and education

Con tinu ing Edu cation & Accreditation

* Evaluate the organization's educational programming and its integration into the overall engagement s trategy
* Seek new grant funding and any other non-dues rela ted revenue

Health Policy & Nurs ing

* Support the Director, Health Policy and Nursing in their development, evaluation, and revision of Health Policy and Nursing Practice philos ophy and programs
* Guides Director in collaborating with other ONA departments on common program projects
* Inform Ass ociation le adership, s taff, and members of health policy initiatives and legislative process

Comm un ication s & Pub lic Relation s

* Deliver speeches and act as a content expert in providing prese ntations on various topics, occasionally
* Hold regular program meetings to connect the dots across the organization
* Ensure powerful, accurate and consistent communication and delivery on behalf of the organization by elected leadership and members
* Serve as ONA represe ntative and build partnerships with other organizations

Orga nization a l Le ade rs hip

* Attend weekly meetings of ONA leadership/management
* Participate on the Labor Management Team and represe nt ONA in contract negotiations with ONEA
* Interpret contract language to determine if management or employee action is in line
* Collaborate with CEO on decisions for the Ass ociation
* Support the work of the ONA and ONF Board of Directors

Team Leade rs hip

* Set goals and objectives and conduct annual evaluations for direct reports
* Provide coaching, training and development to help direct reports achieve individual and team goals
* Create a positive organizational culture
* Develop long- and s hort-range goals, policies, procedures, orientation and sa fety guidelines for the teams and programs you le ad
* Collaborate with CEO and Human Res ources on s ta ffing, interviewing, hiring, and compensa tion decisions
* Solve problems proactively, coordinated with Human Resources
* Communicate effectively, modeling short, precise , impactful messa ges for your te ams
* Read and process s ignificant amounts of information in order to be conversa nt in the nursing profess ion

Othe r Duties & Expe ctation s \*

* Help coordinate and prepare for ONA events / activities, including the biennial convention
* Submit time electronically, on a weekly basis
* Submit credit card s ta tements within es tablished deadlines
* Some travel expected; throughout Ohio frequently, national or overnight trips occasionally

\*The above scope, res pons ibilities a nd esse ntia l functions are pretty thorough–but other duties may be ass igned,

including work in other areas to cover abse nces , provide re lie f in pea k work periods or otherwise ba la nce the workload.

Typical Phys ica l Requirements

The CMO will be expe cted to:

* Use a telephone and e-mail system for communication
* Communicate frequently and accurately with coworkers and Ass ociation contacts who have inquiries
* Move around the office to access file cabinets, office machinery, etc.
* Drive a car
* Operate a computer and other office machinery, i.e ., a calculator, copy machine, and computer printer.
* Travel out of the office and drive to locations both near and far
* Transport a variety of boxes , bags and materials
* Exert up to 20 pounds of force occasionally and / or up to 10 pounds of force

frequently, and or a negligible amount of force cons tantly to move objects. If the us e of arm and/or leg controls requires exertion of forces greater than that for se dentary work and the worker s its most of the time, the job is rated for light work.

Employment Standards

The CMO will be requ ired to learn :

* Ass ociation management laws and regulations
* Overall miss ion of American Nurse s Ass ociation, Ohio Nurse s Ass ociation and American Federation of Teachers (AFT)
* ONA’s Bylaws and Economic & General Welfare Guidelines

The CMO will be requ ired to ha ve the following profes s ion al s kills :

* Rese arch iss ues, including relevant laws and regulations related to ass ociation management
* Prioritize and manage multiple projects s imultaneously
* Effective prese ntation, communication, public speaking and meeting facilitation skills
* Ass ociation Management Software or CRM programs / functions
* Marketing automation and community management tools
* Email, Web, Social Media, and data analytics
* Microsoft Office – Outlook, Power Point, Excel, and Word
* Reviewing, editing and writing documents and communications
* Persuasion and negotiations

The CMO will be requ ired to ha ve the following interpe rs on a l s kills :

* Relate to–and establish rapport with–all types of people
* Represe nt the Ass ociation in a positive and profess ional way
* Deal effectively with ambiguity and change, and help others deal with both
* Handle s tress ful s ituations
* Organize schedules and work priorities

Othe r Requ irem ents :

* Current Ohio driver’s license
* Maintain eligibility for auto insurability through ONA’s carrier

Profess ional Experience and Education

Profes s ion al Expe rien ce:

* 7-10 years of managerial experience
	+ Minimum of 5 years of se nior level business s trategy/management experience
* 5-10 years rela ted experience and/or training in s trategic planning, work flow

management, marketing, communications, s ales, business development, customer se rvice and / or data analytics

* + Health care related experience a plus

o Experience in marketing principles and concepts such as promotion, packaging, design, database management, and market rese arch

o Proven ability to meet goals and objectives

* Experience in ass ociation or complex organization leadership requiring management skills and fis cal knowledge and responsibility

Edu cation :

* Bachelor’s degree or higher level of education

Supervisory Responsibilities

* Supervisor carries out s upervisory responsibilities in accordance with the organization's policies and applicable laws
* Responsibilities include interviewing, hiring, and training employees; planning,

ass igning, and directing work; appraising performance; rewarding and disciplining employees; address ing complaints and resolving problems

Work Environment

* The work environment involves everyday risks or dis comforts which require normal sa fety precautions typical of such office environments
* Obse rvance of all sa fety rules and guidelines is imperative and expected at all times
* The employee may be expose d to chemical compounds found in an office environment
* Employee may also be expose d to hazardous house hold waste

To Apply for this Role

To apply, email cover letter, resume and sa lary requirements to: J ob s@ ohnurse s .org.

Include “CMO” in the subject line. Individuals will be considered applicants if they are contacted for an interview. R easonable accommodations will be provided to applicants with a disa bility during the recruiting process .