

## ASSISTANT VICE PRESIDENT FOR MARKETING AND DEVELOPMENT

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class has responsibility for developing and coordinating an effective and comprehensive community relations program for the department, which includes marketing, public and media relations and development, and ensuring that implementation of this program is effectively integrated with other programs, policies, objectives and operations of the Medical Center. The incumbent of this class acts as the Assistant to the Senior Vice President for Communications and Development who has primary responsibility for the public relations, marketing and development programs at the Westchester Medical Center. Frequent, sensitive contacts with professional staff, public officials, media, members of the public and representatives of interest groups are a feature of this class. Supervision may be exercised over support staff or on an assigned project basis. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Develops and oversees all informational and marketing materials, projects and efforts, ensuring effective implementation in accordance with department objectives;

Assists the Senior Vice President for Communications and Development in the administration and implementation of the Medical Center's marketing and development programs and strategies;

Keeps departmental executive management and other officials aware of community attitudes and perceptions and presents response strategies for approval through the Director of Strategic Marketing and Development;

Gathers and analyzes information regarding major public issues, community perceptions and current trends affecting Medical Center plans and on-going operations, and develops effective response strategies;

Conducts research studies on major public issues, regulatory or legislative issues affecting major strategic plans or current operations in which the Medical Center is involved;

Assists in directing public and media information activities including: responses to inquiries, complaints or requests for information, and conducts follow-up to ensure their satisfactory resolution;

Initiates, prepares and reviews press/media releases as well as general public informational material for publication;

Develops and maintains detailed, current marketing material, information and reference files for use by administrators and other departments;

Meets with concerned civic, community, business and advocacy groups to maintain open communication and promote interest and good will toward the department;

Assembles reports, charts and graphic materials as needed;

EXAMPLES OF WORK (Cont'd)

Performs related administrative functions to insure the effective operation of the assigned area.

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the principles and practices of community relations and public information; ability to analyze information, draw appropriate conclusions and formulate effective responses; ability to compose, assemble, organize and present information, data and narrative reports; ability to communicate effectively both orally and in writing; ability to establish effective working relationships; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software, initiative and creativity in seeking new approaches to promote/maintain favorable relations with the community; initiative; tact; sensitivity; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) a Bachelor's Degree\* in English, Communications, Advertising or Public Relations and six years experience where the primary function of the position is community relations.

SUBSTITUTION: Possession of a Master's Degree\* in addition to the Bachelor's Degree in one of the above fields may be substituted for one year of the experience.

NOTE: Unless otherwise noted, only experience gained after attaining the minimum education level indicated in the minimum qualifications will be considered in evaluating experience.

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

West. Co.  
J. C.: Competitive  
MVV3

(1)

Job Class Code: E0786  
Job Group: XVI