



Director of Marketing & Development

Champions for Health (CFH), a non-profit organization founded by the physicians of the San Diego County Medical Society (SDCMS), is dedicated to providing access to critically needed healthcare for uninsured low-income residents of San Diego County who would otherwise face insurmountable barriers to care. We recruit, mobilize, and support hundreds of volunteer physicians and other professionals to provide free specialty healthcare.

RESPONSIBILITIES

Devise a strategy for ensuring that all physicians in San Diego County are aware of CFH, understand its unique relationship to the San Diego County Medical Society, and are familiar with the value proposition of Project Access/ROI.

The Director of Marketing & Development is responsible for all marketing and philanthropic efforts for CFH. Specifically, the Director will operationalize the marketing and development tasks of the CFH strategic plan. As such, this position will be Staff to the following Board of Director Committees:

- **Marketing and Communications Committee:** Responsible for working with the staff to craft marketing messages and to oversee CFH marketing strategy.
- **Development Committee:** Responsible principally for cultivating larger-scale physician contributions through small and large events and for attracting donations from healthcare companies and practices.

This position will assist other staff with the following Board of Director Committees:

- **Physician Recruitment Committee:** Responsible for marketing efforts as it relates to materials and outreach for volunteer physician recruitment.

Develop an internal PR campaign for CFH volunteer physicians and members of the SDCMS utilizing social media, email, and an internal newsletter that raises the visibility of CFH events; communicates regularly with CFH volunteers and supporters pertaining to events, funding needs, sponsorship opportunities, service opportunities, etc; and encourages all Project Access volunteer physicians and healthcare providers to participate in a monthly recurring contribution program.

Identify value proposition, messaging and marketing campaign to attract and cultivate new physician volunteers, new non-physician medical volunteers, support from individual hospitals.

Develop public information and education campaign aimed at informing elected officials of CFH work and value proposition.

Develop an external PR campaign that draws upon in-kind media partners and well-crafted social media that increases the visibility of CFH volunteer physicians and sponsors, and nominates physicians and other health professionals for awards.

Coordinate the Project Access patient profiles served through video stories.

Develop private-sector fundraising strategy focused on sponsorship opportunities at various levels/certificates of recognition from health insurance companies, and office managers of physician practices.



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Develop campaign to attract and cultivate physician donors. Campaign to include fundraising events targeted at sponsoring patients and/or specific geographic areas; “getting to know-you” appeals by physicians at their home hospitals/medical facilities as a way of encouraging others to become donors; organize physician-led fundraising activities that are designed to raise targeted dollars per competitive events such as the 5k and through monthly recurring donations.

Represent Champions for Health at networking and fundraising events. Report on progress and deliverables using data-informed measurements.

Qualifications

- 5-10 years of marketing and development experience, preferably working with nonprofits.
- Bachelor's Degree in Marketing, Communications or a related field.
- Strong understanding of San Diego’s nonprofit landscape.
- Demonstrated strong analytical, problem solving and organizational skills.
- Demonstrated excellent strategic design, writing, editing and proofreading skills.
- Demonstrated proficiency in Adobe InDesign Microsoft Office Suite (Excel, Word), and WordPress.
- Ability to build and maintain positive and supportive working relationships both internally and externally.
- Experience with managing competing priorities, and planning multiple events/programs.
- An understanding of, and sensitivity to cultural and socioeconomic aspects of uninsured patient populations required in order to provide excellent service.
- Ability to work independently and problem solve on the spot, as well as be actively involved as a team member in meetings, clinics, and events.

Compensation is commensurate with experience. The salary range is \$70,000-\$75,000 annually. Champions for Health is an equal opportunity employer, and provides a generous benefit package including health, dental, life and disability insurance; PTO and holiday schedule. CFH’s policy is to prohibit discrimination based on age, race, color, national origin, religion, disability, sexual orientation, gender identity, or gender expression.

If this job announcement piques your interest, send your résumé and cover letter to Adama Dyoniziak, Executive Director, at Adama.dyoniziak@championsfh.org. No phone calls please.