



Position Description

Position Title: Director of Marketing and Development
Department: Marketing
Reports To: Vice President
Date Created: August 2018
FLSA Status: Exempt
Approved By:

Summary

The primary purpose of this position is to direct all marketing and development initiatives for Firetree, Ltd. The incumbent establishes marketing and communication strategies to increase visibility of Firetree's services and identifies business development opportunities.

All activities must support the Firetree, Ltd. mission, strategic goals, and objectives.

Essential Duties and Responsibilities

The position duties and responsibilities listed below describe the general nature and scope of work. Other responsibilities, duties and skills may be required and assigned, as needed.

- Directs the work of staff, including: assigning, planning, and reviewing work, evaluating work performance and completing performance evaluations, coordinating activities, maintaining standards, allocating personnel, assisting in selecting new employees, training, acting on employee problems, and recommending and implementing discipline.
- In collaboration with the Vice President, leads the development and implementation of a comprehensive annual business plan for Firetree's development and strategic marketing initiatives.
- Establishes and implements marketing and communication strategies, promoting Firetree's services and facilities; develops and manages marketing budgets.
- Directs and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Directs collaborative designs and development process for Firetree website creation, and website maintenance; recommends style and branding guidelines; performs animation and video; completes design and development; provides scheduled maintenance and content updates.
- Leads efforts to increase search engine optimization (SEO) and visibility of Firetree's website(s).
- Directs concept creation, production, editing, and platform distribution of all marketing and documentary video projects; composes content for monthly print newsletters and website news articles.
- Establishes and maintains relationships with contacts in the addiction treatment, substance abuse, rehabilitation, and prisoner reentry industries; develops relationships with key strategic partners, clients, and other related contacts.
- Partners with COO to determine new business opportunities; conducts market analysis of potential new facility locations.
- Directs external marketing and development consultants and project team members, including contractors, etc.



- Searches for Request for Proposals (RFPs) related to Firetree's services; prepares and submits responses to RFPs related to Firetree's services.
- Maintains the Managed Care Organization (MCO) credentials and paperwork; maintains relationships with MCOs for the state.
- Works with Accounting staff regarding accounts receivable collections, as needed.
- Performs other duties as assigned.

Behavioral Competencies

This position requires the incumbent to exhibit the following behavioral skills:

Leadership: Provides direction by clearly and effectively setting course of action for department and subordinates; and manages performance by providing regular feedback and reinforcement to subordinates

Job Knowledge: Exhibits requisite knowledge, skills and abilities to perform the position effectively. Demonstrates knowledge of policies, procedures, goals, objectives, operational entities, requirements and activities as they apply to the assigned organizational entity of Firetree; uses appropriate judgment & decision making in accordance with level of responsibility

Commitment: Sets high standards of performance; pursues aggressive goals and works hard/smart to achieve them; strives for results and success; conveys a sense of urgency and brings issues to closure; and persists despite obstacles and opposition

Customer Service: Meets/exceeds the expectations and requirements of internal and external customers; identifies, understands monitors and measures the needs of both internal and external customers; talks and acts with customers in mind; and recognizes working colleagues as customers

Effective Communication: Ensures important information is passed to those who need to know; conveys necessary information clearly and effectively orally or in writing; demonstrates attention to, and conveys understanding of, the comments and questions of others; and listens effectively

Responsiveness and Accountability: Demonstrates a high level of conscientiousness; holds oneself personally responsible for one's own work; and does fair share of work

Teamwork: Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; supports everyone's efforts to succeed

Education and/or Experience

Bachelor's Degree in marketing or related field(s) and a minimum of seven (7) years of experience in marketing, including three (3) years of supervisory experience. An equivalent combination of education, training, and experience may be considered.

Technical Skills

To perform this job successfully, the employee should have strong computer skills (MS Word, Excel, and Outlook). Must have the ability to learn other computer software programs as required by assigned tasks.

Physical Demands



The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

To perform this job successfully, the employee is frequently required to remain in a stationary position. Daily movements include sitting; standing; operating computers and other office equipment; moving about the office; and attending onsite and offsite meetings. The employee must be able to communicate via email and verbally via telephone. The employee must occasionally transport up to 25 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Office environment. The noise level in the work environment is usually moderate. Travel required at least 60% of the time, including occasional overnight travel.

Read and Acknowledged

Employee Signature

Date

Employee Name [printed]