



**Job Title:** Manager, Corporate Marketing & Community Relations  
**Reports to:** Executive Director  
**Date:** 9/20

### Company Overview

ACHL is an independent, full-service, accredited medical education provider that meets the standards of the Accreditation Council for Continuing Medical Education (ACCME) and other healthcare education accrediting bodies. ACHL is dedicated to improving patient care by identifying gaps in clinical practice and closing them through educational activities that focus on improving clinician knowledge, competence, performance, and patient outcomes. We are looking for a highly motivated marketing and communications professional to support our mission and strategic growth objectives. This position can be office-based or remote. ACHL is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.

### Job Summary

The Manager, Corporate Marketing & Community Relations will be responsible for creating and implementing various marketing and communications campaigns about [ACHL](#) and [ACHL.OnTarget](#) by setting the strategy and overseeing the execution of multichannel marketing campaigns, digital marketing, PR, social media, and educational program campaigns. This role will also be responsible for supporting new and organic business through establishing key relationships with non-commercial stakeholders including, but not limited to, medical specialty societies, patient advocacy groups, public health entities, and hospitals, and facilitating collaborative partnerships.

**Qualifications:** BA/BS degree or equivalent work experience. Able to vacillate between highly creative with strong writing skills, and process-driven--able to scale/optimize campaigns considerate of budget and informed by data. Proficiency in Word, Excel, PowerPoint, and Adobe Acrobat.

**Experience:** 3-5+ years nonprofit or B2B marketing experience, with focus on communications. Knowledge of pharmaceutical or healthcare delivery environments a plus.

### Job Benefits

- 16 annual PTO days for new employees (prorated based on start date) up to 21 days after 3 years
- 14 holidays and 1 floating holiday
- Optional summer hours program
- Real-time matching of 401k contributions, up to 50% of the first 6% of your wages
- Competitive health benefits including employer reimbursement for health deductibles
- Pre-tax commuting
- Centrally located in the Chicago loop

### Essential Duties and Responsibilities:

- Increase ACHL awareness in key markets
- Website: work closely with the senior leadership team and digital teams to enhance the corporate websites. Support a culture of continual improvement and testing.
- Data Driven: leverage data and user research to track and evaluate ACHL campaign performance and develop insight-based recommendations to deliver effective targeted campaigns and program experiences
- Strategy: partner with key stakeholders in healthcare and develop appropriate communications campaigns-- locally, nationally and internationally
- Public Relations and Analyst Relations: support a proactive communications strategy focused on expanding our company recognition and impact with industry publications and awards and business news
- Social media: amplify ACHL's products, services, partners, and brand through social media
- Digital marketing: drive brand awareness through broad digital marketing campaigns
- Program Audience Generations: manage project audience generation campaigns within allotted budgets

### Skills:

- Team player with a "can-do" mentality who is excited to contribute
- Clear, concise communicator with excellent writing skills
- Able to work efficiently in a fast-paced environment
- Effectively communicates and presents to a variety of audiences at various levels (clinicians, grantors, patients)
- Creative thinker that can generate innovative marketing ideas and lead a cross-functional team of stakeholders

Please email resume to: [careers@achlcme.org](mailto:careers@achlcme.org)