

### **Associate Manager / Direct Mail Marketing**

National Jewish Health in Denver, a 114 year old medical and research center that is a world leader in research and the treatment of respiratory, immune and allergic disorders is seeking a highly motivated and seasoned Associate Manager for our Direct Marketing Department. Work with vendor to develop the direct marketing program plan annually and manage the implementation of the plan for the national direct mail program, telemarketing, CMN Telethon interface, internet marketing and cause-related marketing. The successful individual will be a self-starter, have a proven track record of Direct marketing Successes. This individual must be able to think outside the box and work with a variety of individuals. National Jewish Health is embarking on a multi-million dollar capital campaign and this individual will be intimately involved with the inner workings. In addition, this person will supervise staff.

For consideration, please complete an application online in its entirety at <http://www.njccareers.org>

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#### **Essential Responsibilities**

- Develops and directs mail program plan including revenue goals for the national direct mail program with supervision by Vice President for Development. Coordinate team meetings with vendors to design and plan overall projects; communication and reporting plans to management and ROs; benchmarking results to put in place the newest opportunities to maximize revenue goals and increase number of active donors.
- Develops and manages budgets for all programs. Work with external vendors; manage budgets daily; modify budget expenses as needed throughout the year with quarterly reports to the Development Committee.
- Manages the implementation of direct mail plan. Develop strategies and goals for renewal mailings, acquisition mailings and research membership/special fund mailings; creative design and final approvals form Ad Hoc review team; constant monitoring of results and adjustments to program plan to enhance results.
- Manages relationships with external vendors including daily contact on issues ranging from approvals of mailing packages; solving questions regarding donor records; tracking mailing project timelines; to bigger picture management focus on approaching deadlines, what needs to be delegated and planning effectively to meet future needs.
- Manages relationships with ROs including a separate communication plan for ROs report on program progress and educate them on what our objectives are from year to year. Assist in management of cause related marketing task force and related meetings and reporting.

#### **Knowledge and Skills**

Ability to analyze complex statistics. Computer skills to include spreadsheet and word processing experience. Excellent written communication, presentation and strong interpersonal skills are a must. Ability to train and consult on direct mail strategies and results.

#### **Education**

Bachelor Degree in related field or equivalent experience, required.

#### **Certification and Licensure**

None

#### **Work Experience**

A minimum of five (5) years direct mail experience with a minimum of one (1) year program management responsibilities required.

**- or - Any equivalent combination of Education and/or Experience**

#### **Important Notes**

A cornerstone in the Denver healthcare community, National Jewish Health is a non-profit, non-sectarian institution.

National Jewish Health is an Affirmative Action/Equal Opportunity Employer, and we are committed to hiring a diverse and talented workforce. EOE/AA/M/F/Disabled/Vet/Tobacco Free Campus.

#### **Benefits**

National Jewish offers a complete benefits package to eligible employees including: Medical, Dental and Vision Coverage; 403(b) Retirement Plan; Flexible Spending Accounts; Life Insurance; Long-Term Disability Coverage; Long-Term Care Coverage; Employee Assistance Program; Tuition Reimbursement (after 6 months of employment); Legal Plan; Free Parking