



Job Category: Marketing/Sales

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: 1-3 years

Posted On: 22 Dec 2024

Application Deadline: 20 Jan 2025

Job Context

- NewYork-Presbyterian is one of the nation's most comprehensive academic health care delivery systems, dedicated to providing the highest quality, most compassionate care to patients in the New York metropolitan area and throughout the globe. In collaboration with two renowned medical schools, Weill Cornell Medicine and Columbia University College of Physicians & Surgeons, NewYork-Presbyterian is consistently recognized as a leader in medical education, ground-breaking research, and innovative, patient-centered clinical care.

Job Description/Responsibility

- The Marketing Associate – Reputation will sit on the Reputation team and will help manage and coordinate efforts that advance initiatives and campaigns to reach physicians and health care professionals on a national level, helping improve recognition of NewYork-Presbyterian. They will assist in developing marketing assets and content, helping manage channels and partners, tracking budget, aggregating and analyzing reporting, and other tasks to contribute to overall marketing goals and operations. This individual will also work in partnership with various team members to help drive strategy across various workstreams such as content creation, email marketing, creative development, and media tactics. They will work closely with both internal stakeholders and external agencies to help facilitate streamlined processes and identify new opportunities for marketing optimization. As part of a team, they will be responsible for driving physician and institutional recognition and hospital preference within the medical community. This role works closely with the Director and managers, building trusted relationships with key partners in Marketing and Communications and throughout the organization.

Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

Additional Academic Requirements

- Bachelor's Degree from a recognized college or university

Experience Requirements

- 1 - 3 years of experience is required.

Additional Experience Requirements

- 1-3 years of relevant marketing experience

Work Area

- Applicant should have experience of working in the following category(ies): Marketing/Sales

Industry Type

- Experience should include the following skills: Hospital/Diagnostic Center

Address: New York, NY, New York, NY, United States

Company Profile: Health Care Services & Hospitals

Company Website: <http://www.nyp.org/>