The Vice President, Account Director has a deep understanding and passion for healthcare marketing, is a skilled and proven communicator and relationship builder, and applies strategic and analytical skills at all times. He/She will work closely with some of the most prestigious healthcare providers in the country to achieve and exceed their marketing and advertising goals. Internally, he/she will lead and mentor a group of ambitious, smart marketers and continuously foster their curiosity, inspiring them while upholding the core values and reputation that Movéo is known for.

**Essential Duties:**

**Client Contact**

* Serves as strategic advisor for high level healthcare marketing clients with a focus on academic medical centers and regional multi-site healthcare providers
* Participates in key Tier 1- and Tier 2- client brainstorm sessions or key meetings, bringing insight and data-driven, strategic ideas to the table.
* Works with sector team to offer guidance and recommendations on follow-up plans to solidify relationship issues.

**Project Management**

* Oversees C&E team members to ensure client marketing initiatives are executed flawlessly and projects are complete on- strategy, on-time and on-budget;
* Sets regular internal and external formal post-mortem sessions with clients and internal staff on major campaigns and / or initiatives to assess and report on performance guidelines.
* Manage larger teams to meet account revenue projected billings.
* Performs individual check-ins for account updates and troubleshooting as needed.

**Strategic Contribution**

* Leads development of strategic integrated marketing communications plans and presentations, including involvement of other team members as necessary.
* Manages and facilitates agency/client strategic workshop sessions for brand development, value proposition, messaging, IMC planning for both consumer and physician audiences, etc.
* Lead author of key strategic analysis key findings and recommendations against discovery process for IMC planning.
* Is recognized and has earned the respect as the "go-to" and "voice" for major strategic recommendations and decisions by both internal staff and external client contacts. Actively develops presents and "sells in" agency point of view and recommendations.
* Shares best practices, new marketing trends, strategic partnerships and training within assigned account sector C & E members both one on one and in team settings.

**Financial Responsibility**

* Responsible for the leadership, financial health and management of Healthcare account practice including accountability to P&L, organic growth, opportunity mining and client retention.
* Oversees monthly account projections, gross income, net profit and write-offs within core and assigned sector accounts; provides regular financial team review updates to SVP.
* Reviews monthly financial data and develops cross-sell plans as needed to ensure projections are met.
* Interfaces with departmental directors as needed.

**New Business Responsibility**

* Participates in new business activity within assigned sector. This may involve, but not limited to prospecting, RFPs, Presentations, and Thought Leadership.
* Continues to develop abilities & knowledge as an information expert in Healthcare Marketing.

**Mentoring, Training & Supervisory Responsibility:**

* Shares industry-sector knowledge with C&E team & other appropriate staff.
* Oversees & mentors (at a high level) assigned C&E staff members to enhance performance & grow accounts (including performing regular check ins.)
* Conducts annual performance reviews for assigned C&E staff members and hires new staff within assigned sector.
* Visible leader within the C & E department by sharing general best practices, marketing trends and innovations via electronic communications and departmental meetings.

**General Qualifications:**

* Strong understanding of healthcare marketing, specifically provider experience.
* Strong strategic consulting, metrics measurement, and leadership skills.
* Experience in integrated marketing communications planning.
* Exceptional communication skills - both verbal & written. ‬
* Proven senior C-suite relationship building, new business development, strategy development & team building evidence.

**Education and Work Experience:**

* Bachelor’s degree in Marketing, Advertising, Integrated Marketing Communications, Business Administration or related field.
* 15+ years advertising or marketing experience, 5 of these in the healthcare space.
* Management experience
* Demonstrated supervisory capabilities, including client relationship building, strategy development, project management & staff management.

**Travel:**

* Onsite client travel required every 6-8 weeks.