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- Conducts advertising needs assessment, including anticipated ROI on various advertising proposals. Determines advertising mediums and coordinates with Sr. Communications Manager on content and messaging. Tracks and analyzes results for impact and ROI; recommends changes as warranted.
  - Coordinates with business development and sales support functions to support a unified, informed and satisfying selling experience for the customer.
  - Establishes metrics and evaluation tools prior to the launch of marketing initiatives, and reports on the outcomes of those measures. Elicits and evaluates member and stakeholder reactions to CAQH programs as one measure of the success of each marketing initiative. Refines marketing programs based on evaluation.
  - Participates in the development, coordination and promotion of periodic CAQH conferences for external stakeholders, including working with the Sr. Manager, Communications on topic/speaker selection and content development.
  - Supports the Director, Communications and Marketing in Board and committee reporting, monthly accrual updates and vendor relations. Assists the Director with annual planning and budgeting process. Creates and manages the budget for assigned projects and areas of responsibility.
  - Manages and sustains positive relationships with consultants and agencies.
  - Works closely and in partnership with all members of the Communications and Marketing team to achieve overarching CAQH marketing communications objectives and to ensure clear and consistent messaging.

**SUPERVISORY RESPONSIBILITY:**

- None at present. This role does have oversight of external vendors, agencies and consultants.

**SKILLS:**

- Proven ability to work across groups and disciplines to collaborate and create persuasive marketing materials for complex technical products. Excellent writer of succinct, engaging, understandable prose that explains complex topics. Experience in executing successful marketing communications programs to successful outcomes.
- Deep understanding of the healthcare IT marketplace.
- Strong analytical capabilities to analyze target audience research and develop sound marketing strategies. Experience with creative execution using a variety of marketing tools and communications channels.

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- Ability to set priorities and manage projects, completing them on-time and on-budget. Proactive self-starter with the ability to multi-task and effectively juggle competing priorities.
  - Ability to handle responsibilities and relationships within CAQH and among stakeholders with poise, tact, resourcefulness, creativity and flexibility.
  - Comfortable speaking in groups and delivering presentations.
  - Proficiency in the MS Office Suite, including strong skills in Word, PowerPoint and Excel.

#### **EXPERIENCE:**

- Eight or more years of marketing experience within B2B and healthcare IT.

#### **EDUCATION:**

- Bachelor's degree required. Master's degree in a related field is desirable.

#### **WHO WE ARE**

CAQH, a non-profit alliance, is the leader in creating shared initiatives to streamline the business of healthcare. Through collaboration and innovation, CAQH accelerates the transformation of business processes, delivering value to providers, patients and health plans.

- **COB Smart™** quickly and accurately directs coordination of benefits processes.
- **EnrollHub™** reduces costly paper checks with enrollment for electronic payments and electronic remittance advice.
- **CAQH ProView™ (formerly Universal Provider Datasource®)** eases the burden of provider data collection, maintenance and distribution.
- **SanctionsTrack®** delivers comprehensive, multi-state information on healthcare provider licensure disciplinary actions.
- **CAQH CORE®** maximizes business efficiency and savings by developing and implementing federally mandated operating rules.
- **CAQH Index™** benchmarks progress and helps optimize operations by tracking industry adoption of electronic administrative transactions.

#### **WHAT YOU GET**

CAQH recognizes that its most important asset is its growing team of smart, creative, collaborative, forward-thinking and passionate professionals – and that a comprehensive employee benefits package is an important factor for them in choosing where to work. CAQH offers competitive compensation along with an extensive benefits package for all full-time employees, including medical, dental and vision coverage, tuition assistance and a 401k. Our location in downtown Washington, DC is metro-accessible, has an onsite fitness center and is centrally located to allow our team to take advantage of professional networking opportunities, cultural offerings and a thriving social scene.