



Job Title: Marketing Manager	Department: Marketing	Effective Date: January 31, 2022
Reports to: VP of IPA Administration	Direct Reports: Yes	FLSA: Exempt
Working Conditions: Normal, no adverse or hazardous conditions.		

Primary Purpose:

Well established Management Services Organization (MSO) based in Southern California with offices in Vista and Cerritos is seeking a full-time Marketing Manager professional for Independent Practice Associations (IPAs).

Responsibilities:

- Must understand HMO business fully in order to increase HMO enrollment for all lines of business
- Create and execute marketing plan for all IPAs with the goal of expanding the network of providers and IPA membership.
- Manage and maintain in-house production of collateral marketing materials, such as informational contract packets, brochures and patient/physician communication.
- Organize and participate in patient open enrollment events for the IPA.
- Recruit PCPs to the IPAs by promoting the IPAs' total compensation package.
- Work with the IPAs and individual PCPs to grow their overall membership organically.
- Promote positive relationships with all PCPs, IPAs, Health Plan representatives and brokers.
- Handle customer service calls from members (potential and current), providers (current and potential) to improve patient retention and provider satisfaction with the IPAs.
- Initiate and assist communications and coordination with vendors and external organizations for marketing purposes.
- Research and maintain a working knowledge of current competitors in the IPAs' respective communities.
- Prepare presentations and reports for IPA Board meetings and as needed.
- Oversee PDT and IPA Website updates and maintenance to ensure the content is current and relevant.
- Assist in the coordination and production of the provider newsletter, senior newsletter, enrollment and other standard reports.
- Assist in creating and/or distributing communications and/or information exchanges to our providers and marketing partners (i.e. Hospitals, health plans and physicians)



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- Oversee and monitor the progress of insurance broker partners. Produce monthly and year end reports of new enrollments to the IPA. Assign and facilitate broker meetings with our providers
- Manage marketing staff and programs.

Requirements:

- Minimum 2 years marketing experience
- Experience in the managed healthcare industry required
- Bachelor degree in Marketing or Communication a plus
- Fluent in written and conversational Spanish preferred
- Proficient in Microsoft products
- Knowledge of social media and digital marketing strategies
- Self-motivated and detail/results oriented
- Resourceful and able to work independently identifying opportunities for organizational growth
- Excellent interpersonal skills and professional demeanor with clear and concise written and verbal communication
- Knowledgeable of and able to maintain confidentiality in relation to HIPAA requirements
- Knowledge of CRM systems

We offer a competitive salary and benefits program including Health, Dental, Vision, 401(k), Basic Life and AD&D, generous holiday schedule, and bonus opportunity. Please email resume with salary requirement with “Marketing Manager” as the subject line to jobs@pdtrust.com.