**Marketing Director**

Kindred Healthcare

**Job description**

**IT'S SIMPLE.** You want to work in a hospital setting where you are valued and appreciated - where you receive respect from your superiors and co-workers as well as the patients you treat.   You want to be challenged by your job without being overwhelmed by it.  You want to play an instrumental role in helping a patient recover, sometimes against strong odds, and go home. What you want is Kindred Healthcare.   Our mission is to promote healing, provide hope, preserve dignity and produce value for each patient, resident, family member, customer, employee and shareholder we serve.  Join us!   Summary:   Responsible for the implementation, support, analysis, execution and training for sales and marketing for the hospital.  With the Region's senior leadership, hospital's senior leadership and marketing staff, implements core standardized marketing and training practices and procedures to achieve the hospital's vision, mission and goals.  Provides support to enable hospital to meet admissions and census goals. Provides marketing leadership and support to their assigned facilities to enable them to meet business objectives, increase market awareness, implement strategies, create sales and marketing plans, build, expand and achieve admissions and census goals.  Support the Regional and Divisional Marketing teams through active participation in the design, modification and implementation of marketing initiatives.

**Desired Skills and Experience**

Qualifications:

Education:

Bachelors degree in related field.

Masters degree preferred.

Licenses/Certification:

None required.

Experience:

Minimum of five years experience in Hospital marketing and sales.

Management experience over a sales team preferred. Proven record of success.