

The Virginia Hospital & Healthcare Association (VHHA) is seeking candidates for a Marketing Manager at our headquarters in Glen Allen, Virginia. The Marketing Manager will be responsible for supporting the development and leading the execution of marketing and brand initiatives for the VHHA Foundation and VHHA Solutions. This role collaborates with internal teams, external partners, and Virginia Hospital & Healthcare Association members to ensure consistent brand experience and support engagement, program participation, and member satisfaction.

Essential functions include:

VHHA Solutions Marketing Strategy & Management

- Support the implementation of marketing programs and strategies to promote the VHHA Solutions brand and drive engagement and customer satisfaction
- Assist in developing and maintaining consistent internal and external marketing messaging
- Ensure consistency in messaging and brand standards across marketing platforms
- Conduct market and content research on industry trends to inform marketing efforts
- Collaborate with internal teams to execute campaigns and support engagement and sales initiatives
- Coordinate with external agencies and vendors, as needed

Content Development & Management

- Develop, write, and edit content for a variety of media channels
- Manage updates and ongoing maintenance of VHHA Solutions and VHHA Foundation websites
- Create content to reflect current trends and support program promotion
- Manage and maintain VHHA Solutions social media platforms

Key Performance Indicators

- Assist in the development of key performance indicators (KPIs)
- Implement tools and processes to track marketing activities and campaign performance
- Monitor and analyze performance metrics across platforms
- Prepare and share reports on marketing activities and outcomes

VHHA Conferences & Events

- Support the implementation of marketing plans for VHHA conferences and events
- Coordinate the development of promotional materials, including flyers, graphics, and registration content
- Execute marketing campaigns to support event registration, including email and social media outreach

Webinars

- Support marketing efforts for VHHA webinars to ensure consistent branding and messaging
- Develop and execute promotional materials and campaigns, including email and social media

External Partnership Programs

- Assist with coordination and administration of sponsorship packages for VHHA events
- Support the VHHA Corporate Network and VHHA Solutions Endorsed Partnership programs
- Coordinate application and communication processes for sponsorships and partnerships
- Track and report on sponsorship and partner program activity

Ideal candidates will have a solid foundation in B2B marketing (preferably healthcare), including building brand awareness across channels and supporting partnerships and sponsorships. Proficient in tools such as WordPress, Salesforce, Marketing Cloud, Smartsheet, Canva, and social media platforms, with strong writing and collaboration skills. Ability to combine creativity and data-driven thinking to execute and optimize multi-channel campaigns and communicate effectively, manage competing priorities with attention to detail, and work both independently and collaboratively to meet deadlines and achieve results.

This is a full-time, non-exempt position which requires occasional travel within the Richmond metro area and Commonwealth of Virginia. Teleworking may be allowed based upon mutual agreement with supervisor. Occasional overtime may be required.

A bachelor's degree in marketing, communications, or related field required. Minimum 3-years' experience in B2B marketing. Must have demonstrated proficiency in Salesforce, Marketing Cloud, Smartsheet, Canva, social media platforms, and other existing and emerging applications.

Compensation will be commensurate with work experience. VHHA offers a competitive benefits package and incentive plan opportunity.

Interested candidates should send a cover letter and resume to recruiting@vhha.com.

VHHA is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, sex, national origin, age, disability, marital status, military service or veteran status, sexual orientation, gender identity, genetic information, pregnancy, childbirth, or related medical conditions, including lactation, political affiliation, or other basis prohibited by federal or state law relating to discrimination in employment.

It is the policy of VHHA to provide a drug-free workplace in keeping with the spirit and intent of the Drug Free Workplace Act of 1988. VHHA prohibits the manufacture, sale, distribution, dispensation, possession, or use of alcohol, controlled substances, or marijuana on VHHA premises or while conducting VHHA business on or off VHHA premises.