Please send resumes to ***careers@assureomaha.com***

Assure WOMEN'S CENTER
6510 Sorensen Parkway, Omaha, NE 68152
Phone: (402) 390-9700
www.FirstStepToLife.com

Job Title: Marketing Manager

Hours: Full-time: 40 hours a week

Reports To: Advancement Director

Supervises: Partnerships & Outreach Coordinator & Design & Technology Specialist

Job Purpose: The Marketing Manager leads the execution of Assure's marketing and communications strategy across both the patient-facing brand and donor-facing brand. Working closely with the Advancement Director, this position leads marketing strategies designed to increase both patient and donor acquisition, awareness, engagement, and conversion.
The Marketing Manager leads the Marketing Team and oversees digital marketing, paid advertising, community outreach, HubSpot, websites, content, social media, email marketing, SEO, podcast, and brand management for both audiences.

The ideal candidate is a creative, data-driven, technology-minded leader who excels at turning strategy into action, developing strong teams, and continually improving marketing performance. This individual should be comfortable using and learning emerging technologies—including AI, automation, and marketing technology—to increase effectiveness, efficiency, and organizational impact.

Job Responsibilities:

1. Patient & Donor Acquisition Marketing
- Develop and execute integrated marketing strategies to increase both patient and donor acquisition, awareness, engagement, and conversion.
- Lead patient marketing strategies designed to increase qualified patient inquiries, scheduled appointments, and patient arrivals.
- Partner with the Development Manager to develop donor acquisition and engagement marketing that supports fundraising, campaigns, events, and long-term donor growth.
- Manage and optimize paid search and digital advertising, including Google Ads, Meta advertising, and other appropriate channels for both patient and donor audiences.
- Evaluate marketing and acquisition data and adjust strategies, priorities, audiences, and investments based on results.

2. Community Outreach & Engagement
- Oversee Assure's community outreach and referral strategy execution; ensure the annual community outreach plan is developed, executed, and evaluated.
- Oversee community events, referral partnerships, Mobile Medical Unit outreach, public awareness initiatives, and other opportunities to connect with Assure's target audiences.
- Develop and strengthen relationships with schools, colleges, churches, healthcare providers, community organizations, and other appropriate partners.

- Evaluate outreach efforts and use results to determine where Assure should invest, expand, modify, or discontinue activities.

3. Content, Digital & Brand Management

- Lead integrated marketing and content strategy across websites, video, social media, email, Google, newsletters, SEO, podcast, and other communication channels.
- Oversee both the Assure patient-facing brand and donor-facing brand, ensuring each maintains a clear audience, message, voice, purpose, and visual identity.
- Manage content calendars and ensure consistent production and distribution of relevant, high-quality content for both patient and donor audiences.
- Oversee websites, SEO, local search, digital communications, media relations, and public awareness campaigns.
- Work closely with the Development Manager to ensure donor marketing supports fundraising campaigns, donor stewardship, events, and development priorities.

4. HubSpot, AI & Marketing Technology

- Ensure HubSpot functions as Assure's central marketing platform for campaigns, email, segmentation, automation, workflows, attribution, dashboards, and reporting.
- Use AI, automation, and emerging marketing technologies to improve marketing effectiveness, content development, analysis, communication, and team efficiency.
- Stay current on digital marketing, AI, search, advertising, and communication trends and apply relevant developments to Assure's marketing.
- Test new technologies, strategies, and opportunities and implement proven approaches within Marketing.
- Continually improve marketing systems, processes, and performance through data-driven decision-making.

5. Leadership & Marketing Operations

- Supervise, coach, and develop the marketing team.
- Establish clear priorities, expectations, goals, and accountability for the Marketing Team.
- Oversee marketing workflows, projects, communication calendars, budgets, vendors, and priorities across both brands.
- Build a collaborative, innovative, results-focused team that demonstrates ownership and continually learns and improves.
- Monitor marketing goals, acquisition metrics, and operational effectiveness.
- Serve as a member of the Advancement Leadership Team, contributing to department planning, collaboration, and continuous improvement.

Success Measures

- Growth in qualified patient inquiries, scheduled appointments, and patient arrivals.
- Growth in donor acquisition, engagement, and conversion through marketing efforts.
- Growth and measurable effectiveness of community outreach and referral strategies.
- Effective execution and optimization of paid and organic marketing strategies for both patient and donor audiences.
- Consistent execution of content and communication strategies across both brands.
- HubSpot functioning as Assure's central marketing platform with effective segmentation, tracking, automation, attribution, and reporting.
- Effective use of AI, automation, and emerging technologies to improve marketing effectiveness and efficiency.
- Clear, consistent, and effective stewardship of the brands.
- Effective leadership and development of the Marketing Team.
- Continuous improvement of marketing performance, systems, processes, and audience experience.

Qualifications

1. Bachelor's degree in marketing, communications, public relations, business, or a related field preferred, with 5+ years of experience in marketing, digital marketing, communications, brand management, or a related field.
2. Demonstrated success leading integrated marketing strategies across multiple audiences, including digital marketing, paid advertising, content, brand management, and audience acquisition.
3. Strong understanding of paid search and digital advertising, including Google Ads and Meta advertising, SEO, analytics, conversion tracking, audience targeting, and performance optimization.
4. Experience with HubSpot or comparable CRM/marketing automation platforms; HubSpot experience strongly preferred.
5. Demonstrated experience leading, managing, and developing staff, with strong organizational and project management skills and the ability to build a high-performing team.
6. Exceptional written and verbal communication skills, with strong attention to detail and the ability to adapt messaging, creative, and communication strategies for distinct audiences.
7. Experience using AI, automation, and emerging marketing technologies preferred, or a demonstrated willingness and ability to quickly learn and apply new technologies.
8. Ability to analyze marketing and acquisition data, identify meaningful trends, and translate results into actionable marketing decisions.
9. Experience managing marketing projects, platforms, vendors, budgets, and multiple priorities while collaborating effectively across departments.
10. Demonstrated curiosity, initiative, adaptability, and commitment to continuous learning and improvement.

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