



## Career Opportunity

*Director, Marketing*

### ABOUT THE GOBEL GROUP

The Gobel Group is the leading consulting firm working exclusively in healthcare philanthropy. We help hospitals and health system raise more money from its grateful patients by building meaningful partnerships with physicians and nurses.

Started seven years ago, our team of nearly twenty individuals includes seasoned healthcare development professionals and clinicians from the top medical centers in the nation, including Cleveland Clinic, Johns Hopkins Medicine, Duke Medicine and other leading philanthropy programs, and our client roster has grown to over 125 hospitals in the United States and Canada. We are poised for explosive growth in 2017.

More information on the Gobel Group can be found on our website at [www.gobelgroup.com](http://www.gobelgroup.com).

### WHAT WE BELIEVE

**Gratitude - Not Wealth - Motivates Giving.** When a patient or family gives back, it's not a financial transaction as most hospital employees would believe; rather, it's a transformational experience for the patient and family who are inspired by the care and compassion clinicians have provided. As a result, patients and families are grateful. It's this gratitude - not an individual's wealth - that motivates philanthropy.

**Giving Promotes Healing.** Giving is a natural extension of the clinical experience. After years of research, Gobel Group has identified clinical studies that demonstrate the relationship between giving and healing, and the consequences to patients when they are denied the opportunity to give back. Gobel Group shows clinicians they have a responsibility as healers to be involved in the philanthropic process. For more information, please download our *Healing Power of Philanthropy* white paper from our website.

**Clinicians are Key.** Donors don't give because of hospitals or clinical programs. Donors give to honor the individuals who were instrumental in their care. Grateful patients represent a significant and untapped potential for every clinical program. By building meaningful partnerships with clinicians, philanthropy offices can maximize their results.

## **ABOUT THE ROLE**

The Gobel Group seeks a Director of Marketing to lead its efforts to expand its visibility, grow its brand, communicate with current and prospective clients, and assist in closing new contracts. The Director will lead efforts to define the firm's brand and messaging, manage the firm's database of contacts and ensure accuracy with its data, refresh and develop new collateral, organize and manage special events and conference attendance, manage its website, develop new content, prepare thought leadership papers and case studies, conduct webinars, manage the firm's social media accounts, and assist in managing partnerships with other organizations.

## **QUALIFICATIONS**

- 10+ years of experience
- Effectively handle project management
- Ability to work simultaneously on multiple projects
- Extremely organized
- Problem solver and creative thinker
- Strong communication, presentation, organizational skills, and a high attention to detail
- Must be able to meet deadlines and work well under pressure

The salary range for this position is between \$60,000 to \$90,000, based on past experiences. Gobel offers the opportunity to earn an additional 10-20 percent within the annual bonus structure. In addition, Gobel Group offers full benefit and retirement programs. If interested, please forward cover letter, resume and salary history to Chad Gobel at [chad@gobelgroup.com](mailto:chad@gobelgroup.com).