



Quality Texas Foundation

Job Announcement

The Quality Texas Foundation is advertising for a person to fill a new job as the Chief Marketing Officer (CMO). This is a full-time position.

SALARY RANGE: \$60K-\$80K – based on experience/skills

HEALTHCARE BENEFITS: None presently (open for some discussion)

LOCATION: Georgetown Texas area (must be willing to relocate within 10 miles of Georgetown)

RECOMMENDED START DATE: Tentatively April 2019

RECOMMENDED EXPERIENCE:

- Three years as an Examiner (Prefer Quality Texas Examiner)
- Served on applicant teams (Prefer Quality Texas Application Teams)
- Familiar with Scorebook Navigator
- Written a State or National Level Baldrige application for an organization
- Six Sigma/Lean Certified or willing to be trained
- Served on strategic planning teams
- Experience as Marketing Director/Coordinator (including specific experience developing marketing and brand recognition strategies, materials, presentations, website, social media, newsletters, etc.)
- Experience in relationship building and management of advocacy and customer engagements to support marketing and outreach opportunities.

JOB REQUIREMENTS

CHIEF MARKETING OFFICER (CMO)

Responsible for creating, communicating and deploying QTF's value proposition to potential, existing and future customers and partners.

MARKETING AND BRAND RECOGNITION

- Oversee, plan, design and deploy successful marketing campaigns to creatively brand QTF products and services
- Oversee, plan, design and deploy collateral materials with a dynamic and consistent brand message (emails, letters, brochures, programs etc.)
- Create professional and engaging visual presentations for meetings, training events and conferences
- Oversee and manage the marketing budget while developing cost-effective plans to achieve QTF goals and objectives

WEBSITE

- Produce relevant, timely and engaging content for the QTF website and blog to attract end user traffic and increased participation in services offered
- Design and deploy a monthly/quarterly E-news Letter
- Design and deploy a "Best Practices" and/or "Tips and Updates" communication to highlight customer testimonials regarding continuous improvement
- Assist in the exploration of website analytics tools to monitor, track and document campaign efforts in order to better understand customer behaviors

SOCIAL MEDIA AND VIDEO PRODUCTION

- Develop strategies for increasing social media traffic and engagement (Facebook, LinkedIn, Twitter)
- Produce and deploy video advertisements, interviews and testimonials that promote QTF's vision, mission and values

APPLICATION AND REVIEW PROCESS

- Cultivate and contribute to new and innovative strategies for strengthening the QTF application and review processes
- Oversee and complete the receipt and distribution of the Certificate of Eligibility
- Assist with the assigning, monitoring and ongoing support of Examiner Teams
- Provide customer support, training resources and answers to FAQ's about Scorebook Navigator
- Assist with all responsibilities necessary for the successful deployment of QTF Feedback Reports

TRAINING AND PROFESSIONAL DEVELOPMENT

- Build strategic relationships within former and existing QTF family members as well as with potential customers and partners
- Provide first-class training as a QTF Assistant Trainer
- Explore and deploy Lean 6 Six Sigma Training Course

ANNUAL CONFERENCE

- Design and deploy all conference collateral in alignment with theme (program, flyers, name tags, posters, visual presentations etc.)
- Assist with program development and execution
- Assist with conference set-up, clean-up and logistics
- Assist with Cvent logistics
- Design and deploy pre, conference and post media collateral (videos, social media, email campaigns etc.)

MEMBERSHIP AND SPONSORSHIP INCENTIVES (THIS INCENTIVE MAY SUPPLEMENT SALARY)

- Secure annual sponsorships from new customers and partners
- Secure annual membership from new customers and partners