



JOB POSTING

MANAGER, MARKETING & COMMUNICATIONS OMA INSURANCE (OMAI)

Job Summary

This position is responsible for overseeing the daily operations of the Marketing & Communications team of the Insurance department, as well as providing marketing and communications support to the Senior Director and OMA Member Services.

Responsibilities & Duties

- Develop an annual marketing plan, including the budget, to support marketing initiatives and activities aligned to OMAI vision. Direct and implement initiatives related to OMAI marketing, digital, and communication programs.
- Conduct qualitative and quantitative research and analysis in order to identify and leverage opportunities to broaden and strengthen OMAI products and services and the client experience.
- Plan and direct marketing staff activities ensuring ongoing productivity and work quality; monitoring workloads; optimizing processes, performance and adherence to policies and standards; manage staff performance, development, and evaluation.
- Develop relationships with internal and external stakeholders to identify and seize collaborative opportunities that will enrich stakeholder relationships, provide additional value to members and accomplish department objectives.
- Lead and coordinate planning for OMA Member Services marketing and communications to identify and leverage opportunities that will strengthen OMA Member Services' products and services; direct and implement related initiatives.

Education

University degree in Marketing, Business, or Communications.

Experience

Minimum of 6 years including planning and directing marketing and business development initiatives.

Interested candidates should forward their cover letter and resume to the Human Resources Department at hr@oma.org

Ontario Medical Association is an equal opportunity employer.
We will accommodate your needs under the Ontario Human Rights Code.