

The County of San Bernardino invites candidates for the position of:

ARROWHEAD REGIONAL MEDICAL CENTER

Director of Public Relations & Marketing

BENEFITS SUMMARY:

- 14 paid holidays
- 80 hours paid administrative leave
- Up to 160 hours annual paid vacation
- 96 hours annual sick leave with unlimited accrual
- 401(k) with County contribution of 2 times the employee contribution up to 8% of base pay
- 457 Deferred Compensation county match of .5 times employee contribution up to 1% of base pay
- Medical and Dental Premium Subsidy
- Paid Vision Insurance for employees and dependents
- Paid Long and Short – Term Disability Insurance
- \$50,000 Employer Paid Life Insurance
- Variable Group Universal Life Insurance: County contribution equal to 100% of the premium of one-time annual base salary rate
- Retirement Medical Trust Plan (VEBA)
- Medical Expense Reimbursement Plan (FSA)
- \$1,000 tuition or membership reimbursement per year
- Health Club membership reimbursement up to \$324 annually

SALARY: \$139,929 Annually*

*Total Cashable Benefits

PLUS:

An excellent benefits package

Summary of Benefits:

www.sbcounty.gov/hr/PDF/14-15/OccUnit/Exempt.pdf

SELECTION PROCESS

Interested candidates should complete the online Application and Supplemental Questionnaire for the Director of Public Relations & Marketing at www.sbcounty.gov/hr.

www.sbcounty.gov/hr

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The Heart Of A Healthy Community

ARROWHEAD REGIONAL MEDICAL CENTER

Director of Public Relations & Marketing



THE POSITION

Arrowhead Regional Medical Center (ARMC) is offering an exciting opportunity for a challenging career as the Director of Public Relations & Marketing. This position is a member of the executive leadership team and will oversee marketing strategies and execution of plans, manage and update the department website, develop branding through the development of digital marketing, identify opportunities to apply new technology and promote the hospital's image through social media, digital marketing. Special events, printed materials and publicity releases.

The Director of Public Relations & Marketing is also responsible for fostering working relationships with representatives of the media and private and public agencies and act as a spokesperson for the hospital as directed.

THE MEDICAL CENTER

Arrowhead Regional Medical Center is a state-of-the-art 456 bed university affiliated teaching medical center featuring the newest technology in the field of patient care. ARMC, is host to a 24-hour Emergency Department providing approximately 90,000 annual

visits, Level II Trauma Center verified by the American College of Surgeons and a Regional Burn Center, Behavioral Health Services, Outpatient Specialty Clinics and three Primary Care Family Health Centers. ARMC is a Healthcare Facilities Accreditation Program (HFAP) certified Primary Stroke Center and has a Baby Friendly designation from Baby-Friendly USE with other 2,800 births per year. The Neonatal Intensive Care is a 30 bed Community California Children's Services certified unit. The medical center is fully HFAP accredited demonstrating that it has met the standard set forth by HFAP to provide high quality care and compliance with government regulations.

ARMC operates three family health centers, located in San Bernardino, Fontana and Rialto, and is home to an expansive outpatient care center for specialty services. ARMC, which has 456 beds, is licensed by the California Department of Public Health (CDPH) and accredited by the Healthcare Facilities Accreditation Program (HFAP).

<https://www.arrowheadmedcenter.org/>

QUALIFICATIONS

DESIRED QUALIFICATIONS

A Bachelor's degree in Public Relations, Marketing, Business/ Public Administration, Journalism, Communications or closely related and 3 years of experience developing and implementing marketing strategies or branding organizations or providing professional public relations services for an organization.

The ideal candidate will possess excellent written and verbal communication skills and experience supervising staff in a healthcare organization.