

Vice President, Marketing and Communications, Cape Fear Valley Health System

Cape Fear Valley Health System (CFVHS), an eight-hospital, \$1.2B nonprofit health system, has retained WittKieffer to assist in the recruitment of their Vice President, Marketing and Communications (Vice President).

As the organization looks to transform its messaging and advance its brand, the new Vice President will serve as a vital member of the leadership team and will be responsible for developing and executing innovative marketing, branding and communication strategies that help continue to foster region-wide recognition for the health system.

Reporting to the Chief Executive Officer, the Vice President holds administrative responsibility and strategic planning for Marketing, Communications, Public Relations and the Cape Fear Valley Foundation. She/he will develop and align marketing and public relations programs/strategies, and lead large-scale initiatives to advance overall marketing and enhance the image of the health system. These will include increasing brand effectiveness, communicating, implementing and sustaining strategic initiatives to increase utilization, and monitoring the return on investments on marketing and brand strategies. Keys to the success of this position will be the ability to challenge the status quo and drive innovative thinking and the capability to successfully implement strategy.

Candidates will be accomplished marketing executives who are results-driven, have a deep focus on analytics and the use of metrics, and are experienced in brand-building and the development and execution of strategic marketing plans which span traditional, digital and new media sources. She/he will have a strong consumer orientation and the ability to fuse analytics with strategic creativity. CFVHS will entertain a broad range of candidate profiles including those who would bring senior marketing experience in healthcare, advertising agency experience, as well as candidates from outside healthcare who bring a passion for healthcare delivery. This position offers an innovative marketer the opportunity to play a pivotal and visible role in enabling CFVHS to achieve its strategic priorities, market development and financial objectives.

We would appreciate nominations of outstanding candidates or expressions of personal interest. Inquiries, applications and nominations will be kept confidential and should be directed to the WittKieffer Candidate Portal [here](#). For additional questions, please contact the consultants for this search, Jim King, John McFarland or Megan Welch at mwelch@wittkieffer.com.