

UC San Diego Health seeks an innovative, collaborative and strategic marketing executive to serve as the organization's next Chief Marketing and Communications Officer (CMCO). Based in San Diego, CA, the CMCO will lead the health system's marketing and communications strategies to advance and elevate UC San Diego Health's brand and consumer loyalty locally, regionally, and nationally.

UC San Diego Health has been caring for the community for more than 50 years. The system is one of five academic medical centers within the 10-campus University of California System, collectively known as UC Health. These medical centers comprise the fourth largest health care delivery system in California and train nearly 50% of the state's medical students and medical residents. UC San Diego Health has a three part mission of clinical, research and teaching excellence. The system comprises of three hospitals operating under one license which include UC San Diego Medical Center in Hillcrest with 390 beds, Jacobs Medical Center with 364 beds, and Sulpizio Cardiovascular Center with 54 beds. There are also ambulatory clinics located throughout the county to deliver care to the entire region.

The CMCO will report directly to Patty Maysent, Chief Executive Officer of UC San Diego Health. In addition, the CMCO will report to the Chief Communications and Marketing Officer of UC San Diego for coordination, consistency with the brand, and participation in key campus committees as assigned. The CMCO will ensure that all activities related to UC San Diego Health are consistent with the strategic direction of the UC San Diego campus. The CMCO will provide overall strategic oversight for marketing and communications strategies and programs that drive growth, customer acquisitions and retentions, and articulate a compelling story that further elevates UC San Diego Health's brand and reputation as a national model for care to best position UC San Diego Health within its competitive market. The CMCO will be responsible for leading the strategic execution of marketing, communications, public relations and digital media to optimize UC San Diego Health's relationships with the entire range of constituents. This executive will provide support as a key, designated contact for the press and should be adept at handling a variety of issues with the media and community.

The successful candidate will have a minimum of 10 years marketing, communications, advertising, and public relations experience. The CMCO will be a highly creative, politically savvy executive and have a proven ability to adapt to changing priorities and incorporate the input of other leaders and constituencies, including physicians, staff, and other community members and leaders. The CMCO will have superior communication skills with a proven ability to develop strong relationships, accompanied by the credibility and knowledge base to foster collaboration across the system and university.

Inquiries, nominations, and applications are invited. Candidates should provide an up-to-date resume that addresses the responsibilities and requirements described in the <https://www.wittkiewer.com/position/23844-chief-marketing-and-communications-officer/>. These materials should be submitted electronically via WittKiewer's

<https://apptrkr.com/3471932>. If you have trouble logging into the portal, please contact Keshia Harris directly at [kharris@wittkieffer.com](mailto:kharris@wittkieffer.com).

**UC San Diego Health values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other status protected by law.**