

Frederick Health (www.frederickhealth.org), in partnership with WittKieffer, is conducting a national search for an inaugural Vice President, Strategic Marketing and Communications (VP). Frederick Health provides comprehensive healthcare services to the residents of Frederick County. The system includes Frederick Health Hospital, Frederick Health Medical Group, Frederick Health Employer Solutions, Frederick Health Home Care, and Frederick Health Hospice.

Partnering closely with the executive leadership team, the VP will develop and execute a marketing and communications strategy that drives growth, customer acquisition and retention, and articulate a compelling story that further elevates Frederick Health's brand and reputation as a desired model for care. The successful candidate will have demonstrated leadership experience at an institution of similar size and complexity as Frederick Health, including oversight for special events, media relations, public relations, digital strategy, branding, content marketing and/or clinical program specific marketing initiatives. The VP will have experience with community relations that bolster reputation and relationship management to broaden awareness of programs and priorities. This individual will be an ambassador for the organization and serve as the primary point of contact for Government Affairs, building relationships at the community, state, and local level, and with the media.

Confidential inquiries, nominations and expressions of interest can be submitted to the WittKieffer Candidate Portal at <https://apptrkr.com/5306773>. For additional questions, please contact the consultants supporting this search, Paul Bohne, and Melissa Fincher through the office of Taeler Kaufmann, preferably via email at tkaufmann@wittkieffer.com or (630)-575-6157.