



ACADEMIC CONSORTIUM  
FOR **INTEGRATIVE**  
MEDICINE & HEALTH

## POSITION PROFILE

Director of Marketing & Communications  
(Remote Position)

January 2022

*This search is managed in partnership with Summit Search Solutions, Inc.*



## ABOUT THE ACADEMIC CONSORTIUM FOR INTEGRATIVE MEDICINE & HEALTH

The Academic Consortium for Integrative Medicine & Health (ACIMH) brings together 76 of the world's most prestigious academic medical centers and health systems, working together in shared commitment to integrative medicine and health through research, education, and clinical practice. To view a member list, [click here](#).

Integrative medicine and health emphasize the important relationship between practitioner and patient; focuses on the whole person; is informed by evidence; and makes use of all appropriate therapeutic and lifestyle approaches, healthcare professionals and disciplines to achieve optimal health and healing.

ACIMH's membership is thriving and expanding, and represents thousands of scientists, educators, clinicians, and other health professionals in the U.S. and around the world who share an interest in this field. The consortium is uniquely positioned to facilitate expansion of this dynamic field and guides necessary changes in health care policy and practice. Members advance the global movement toward integrative medicine and health through Consortium Connect (online platform), special interest groups (SIGS), publications, and continuing education events and resources.

ACIMH is supported by membership dues and grants from philanthropic partners including more than a decade of support from [The Bravewell Collaborative](#).

ACIMH's governing body, the [Board of Directors](#), includes nine officers and members-at-large. Elections are held annually each spring to fill term-limit openings. The board reviews the business of the organization and leads implementation strategy for growth and member service, with input from six standing committees.

## MISSION

*Advance integrative medicine and health through academic institutions and health systems.*

## CORE VALUES

Evidence-informed

Transformation

Interprofessional

Leadership

Integrity

Community

## VISION

*A transformed healthcare system promoting Integrative medicine and health for all.*

## WE ARE DEDICATED TO

- ✓ Organizational support for members' efforts; impact for member institutions and their patients
- ✓ Mentoring academic leaders, faculty, staff, and trainees
- ✓ The latest scientific research, educational curricula in integrative health and sustainable models of clinical care
- ✓ Advocacy that informs healthcare policy and practice
- ✓ Promoting health equity, diversity, and inclusion
- ✓ Providing a global forum for a shared vision

## History

The Academic Consortium began in 1999 as a visionary concept shared by eight academic medical institutions during a meeting at the Fetzer Institute in Kalamazoo, Michigan. The institutions pledged a strong commitment to integrative medicine and the development of its role in healthcare delivery, shaped by several core values.

These values remain to this day a driving force in the growth and increasing impact of this organization. They include a process that is itself integrative and mindful, deepening not only an understanding of this comprehensive approach to healthcare, but also recognizing experience supported by evidence-based results as essential elements. To learn more, [click here](#).

## Founding Institutions

Duke University  
Harvard University  
Stanford University  
University of Arizona  
University of California, San Francisco  
University of Maryland  
University of Massachusetts  
University of Minnesota







## THE OPPORTUNITY

# Director of Marketing and Communications

As a senior member of ACIMH’s growing team, the director of marketing and communications will craft visionary content, provide hands-on leadership, and embody a passion for values-based communications for the organization and the [Whole Health in the States Initiative](#) (WHITS). ACIMH is an established leader in the trending and well-funded field of whole health. This new position offers an incredible opportunity to build a marcom program from the ground up, collaborating directly with the CEO to refresh and modernize the brand, increase consistency in tone and visuals, and establish a strong communications platform—all with the goal of raising awareness among a variety of receptive audiences.

In addition, this position offers the flexibility of working remotely, the nimbleness of collaborating with a small team, and a culture that respects work-life balance. At ACIMH, good ideas do not get bogged down in bureaucracy. You will truly help the organization to manifest its mission, vision, and values. ACIMH is headquartered in Portland, OR. This position can be based anywhere in the United States. The target salary range is approximately \$85,000-100,000 with full benefits.

### Responsibilities



- **Strategic planning:** You will work directly with the CEO to create, implement, and track an annual marketing and communications plan.
- **Branding:** You will lead a rebrand, then implement and maintain consistent brand standards.
- **Content development:** You will organize and write content for the website, social media, and other outlets including the internal *Consortium Connect* community.
- **Outreach and awareness raising:** Your main audiences will be members of ACIMH, health systems, philanthropists, foundations, policy makers, and insurers.
- **Media relations:** You will write and push out press releases and collaborate with experts on op-eds.
- **Budget management:** You will have input to the creation of an annual marcom budget and manage it.
- **Team building and management:** You will supervise a skilled intern to start, then add team members as the marcom program grows.



## Qualifications

- Bachelor's degree or higher required.
- A career that shows progressive responsibility in marketing and communications; preference for someone with experience in values-based marketing experience.
- Excitement about the ACIMH – its mission and impact.
- Excellent written and oral communication skills, with the ability to reach diverse audiences from academic and health care providers to foundations to the general public. Public speaking experience would be beneficial.
- Digital marketing savvy: experience optimizing websites, implementing and tracking SEO, setting goals in Google Analytics, creating and tracking email campaigns, and reporting on digital initiatives.
- Social media know-how: experience establishing guidelines, creating platform-specific social content, and measuring success of social goals.
- The grace to move among the roles of visionary, leader, and hands-on doer multiple times a day.
- The dynamism of a self-starter balanced with a commitment to collaboration.
- Demonstrated commitment to diversity, equity, and inclusion.
- Expert knowledge of the MS Office suite and other business platforms.
- Working knowledge of website CMS, Adobe Creative Suite, and Google Analytics helpful.
- Occasional travel required (2-4 times a year with attendance required at the annual spring conference).







## PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled. Interested candidates should submit a resume and a brief letter of interest. To apply online, go to:

<https://theapplicantmanager.com/jobs?pos=su284>

To make recommendations or for more information:

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*It is the policy of ACIMH to provide equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law.*



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