

**Title:** Chief Marketing Officer (Healthcare)

**Location:** ICHOMs Headquarters are in Boston, Massachusetts with an office and team also in London and Europe. This role can be a fully remote working role but the team of direct reports are on GMT/CET/EST time zones and the candidate will need to be on similar time zones to ensure the team has support during their working hours.

**Travel:** This role will involve intermittent travel (when COVID restrictions ease)

**Term:** Permanent , Full Time

**Reporting Relationship:** The position will report to the President & CEO

### **ICHOM – Background:**

ICHOM is a non-profit organisation committed to transforming healthcare. ICHOM was co-founded in November 2012 by Professor Michael Porter of Harvard Business School, Stefan Larsson from the Boston Consulting Group, and Professor Martin Ingvar of the Karolinska Institutet. Its mission is to unlock the potential of Value-Based Health Care by defining global Standard Sets of outcome measures that really matter to patients for the most relevant medical conditions and by driving adoption and reporting of these measures worldwide.

ICHOM brings together leading experts from around the world with a number of different initiatives. Standard set development remains at the core of what we do and we have produced 39 standard sets so far. This work is widely publicised through our conference programme, in 2019 more than 1200 delegates from 44 countries attended the largest gathering of VBHC professionals. Following the global pandemic the conference has been delivered through a series of virtual events, concluding with the largest virtual event for 3 days in November 2020. Our Partner Programme offers implementation support to providers who require help implementing standard sets. Our online community, ICHOM Connect, offers a space for healthcare professionals to meet, discuss, evaluate and benchmark their projects and future work. ICHOM is now on the brink of a major development with the launch of machine readable standard sets and a global benchmarking platform. This year will see the team double in size as we prepare for a period of major growth.

### **Job description:**

As a small, dynamic and fast moving organization we don't have a conventional organisation structure. The focus of this small but perfectly formed team is the delivery of a huge amount of content including the annual conferences, marketing, data, fundraising and the development of ICHOM's Community. You will have experience working in an events and/or subscription organization in a similar role in a Healthcare setting.

### **Duties & Responsibilities:**

Duties include but are not limited to:

- Achieving the delivery of the ICHOM Conferences
- Growing engagement of the ICHOM Community
- Developing the ICHOM Brand

- Overseeing the development of Board presentations and contributing to Quarterly Board meetings
- Supporting the sales of all ICHOM products and services including the Partner Program
- Assisting the President/CEO on Leadership and administrative tasks
- Defining project plans, setting milestones, and running meetings for a range of internal programs
- Overseeing ICHOM's communications with its stakeholders and partners
- Proving thought leadership inside and outside the organization

**Work Experience / required proficiencies:**

- Demonstrated leadership and people management experience
- Strong communication skills and comfort developing and presenting content to audiences of varied seniority
- Experience managing and driving multiple operational work streams
- Experience working in a fluid environment where multiple hats are often worn and comfort switching between tasks frequently
- Experience working in an events and/or subscriptions environment
- Fluency in another language would be beneficial but not essential
- Have held a similar position at an Executive level

**Qualifications**

- An undergraduate degree is required with a postgraduate qualification essential
- 10+ years of work experience in a fast-paced environment with ownership of multiple work streams
- Experience in the healthcare industry

**Additional characteristics**

- A strong passion for improving health care
- Fluency in English as a primary written and spoken language is required.
- Excellent writing and presentation skills
- Strong MS Word, PowerPoint and Excel capabilities (proficiency using Xero is a bonus)
- You like working in a fast paced, agile environment

**To apply**

Please complete the attached application form and return to [jobs@ichom.org](mailto:jobs@ichom.org)