

Title: Data and Systems Manager

Term: Permanent, Full Time, Remote

Reporting Relationship: The position will report to the Chief Marketing Officer

Location: ICHOM's Headquarters are in the US with teams also in the, UK 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. *US or UK work permit is required.*

Travel: This role will involve intermittent international travel, including the ICHOM annual conference.

Salary: Salary will be commensurate with experience and geographical location

About ICHOM:

There is a value crisis in healthcare globally– spending grows unsustainably, while clinical practice and outcomes continue to vary significantly and clinical staff are increasingly distressed and many leave their professions. Solving the crisis requires us to reorient global health systems to focus more on the health achieved for patients and the population at large.

These value-based principles build on a definition of “outcomes matter to patients” and the basing of performance assessment and payments on these outcomes.

The International Consortium for Health Outcomes Measurement (ICHOM) is a non-profit organization established in 2012 by the founders and early pioneers of value-based healthcare to address this crisis. At ICHOM, our contribution to our first decade has primarily been to empower patient and clinical leaders to identify and standardize the most important clinical, quality of life, and function results for health care

Having entered our second decade, we are increasingly seeking to enable transparent large-scale use by various stakeholders to achieve patient-centric health system transformation. .

To date, ICHOM has developed 46 Sets of Patient-Centred Outcome Measures for conditions that account for nearly 60% of the global disease burden. The Sets are available in IT-ready interoperable formats (including SNOMED, LOINC, FHIR) and have been implemented in over 500 care settings in over 42 countries, contributing to better patient engagement with shared decision-making, benchmarking and quality improvement, reduced care costs, and RCT evaluation of novel treatment pathways all based on patient-important outcomes.

In addition, ICHOM supports the use of Sets through webinars, accreditation of providers delivering value to patients, enabling federated analysis and learning collaboratives, and hosting the largest value-based care meeting - our annual conference, which brings together some of the 30,000 global ICHOM community.

Job description:

The purpose of this role is to ensure that all of the people in the ICHOM community are being communicated to and engaged in a way that supports ICHOM's strategic objectives, growing engagement and ensuring we equip our network to deliver ongoing value-based healthcare programs where they are.

The role encompasses audience acquisition, conversion, and engagement, and as such works closely with

ICHOM, INC USA: 6th Floor, 399 Boylston Street, Boston, MA 02116
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the marketing team to ensure campaigns and communications are effective, timely and consistently guided by a data-led approach.

It also offers the potential to develop the ICHOM Community into new areas, such as membership programs and online communities.

Responsibilities

Database Management

- Oversee the ICHOM CRM system, ActiveCampaign, to ensure its effective use across the organization, including for communications, marketing campaigns, fundraising efforts, partnerships, and customer service.
- Maintain and develop the functionality of ICHOM's customer database, ensuring data is regularly cleansed, deduped etc.
- Perform regular data audits to identify and rectify duplicate, incomplete, or inaccurate records.
- Implement data hygiene protocols to maintain the integrity and accuracy of the database.

Integration & Automation

- Work with administration, fundraising, and marketing teams to leverage data for targeted campaigns, segmentation, and personalized communications.
- Review and optimise sign up / data acquisition processes, ensuring web forms are integrated with the database.
- Ensure clear and effective integration of the ecommerce customer journey, e.g. ticket booking for the ICHOM Conference, to include website forms, ecommerce platform and payment, to database and automated communication process.
- Working with the Scientific team, manage the backend of ICHOM's Implementation Directory, a repository of information about organizations implementing ICHOM Standard Sets for clinical measurement, research etc.
- Maintain and develop the functionality of ICHOM's customer database, including; user access and automations, reporting, cross-system integrations
- Working with the Scientific team, manage the ICHOM's Implementation Directory, a repository of information about organizations implementing ICHOM Standard Sets for clinical measurement, research etc.

Reporting & Analytics

- Analyze data from a range of internal and external sources to support ICHOM's marketing strategy
- Explore new and innovative ways to use of data to drive successful marketing campaigns and suggest new ways of increasing quality data.
- Work with the Chief of Staff on KPI analytics and data tracking to inform quarterly reports, annual reports etc.

Training & Support:

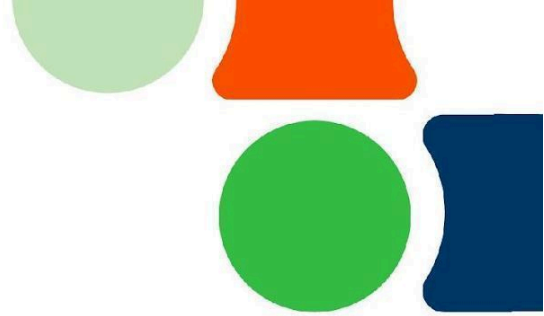
- Ensure Marketing team is competent to manage basic CRM functions, such as data segmentation for campaign management
- Manage and oversee ICHOM's project management system, Asana, ensuring optimal use across teams
- Ensure compliance with data protection regulations, including GDPR or other applicable laws.
- Implement security protocols to protect sensitive information and regularly monitor for potential breaches.
- Monitor database performance, manage backups, and coordinate regular software updates or upgrades.

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Community and Organisational Development:

- Support the wider Marketing and Product teams to develop a potential membership and online community, ensuring that KPIs are clearly defined and monitored, e.g. engagement rates, cross-communication and account-based marketing channels are established for ICHOM services,
- Research new product ideas identifying potential costs, competitors, and overall viability
- Evaluate new software and other solutions for business operations management and execution
- Produce ad hoc research and analysis appropriate to ICHOMs needs
- Support the conference team with the registration process, virtual platform setup (eg. Zoom), and technical support during the live events.
- Work with external vendors, partners, or consultants for system upgrades, troubleshooting, or integration of new tools.

Requirements:

- Degree educated
- 5 years experience in a similar role with experience building complex email automations preferable
- Knowledge of GDPR, HIPAA, and other related regulations implications, and processes is essential
- Knowledge and experience of working with Asana and Active Campaign is highly desirable
- Ability to work across multiple levels of the organization
- Ability to think strategically
- Advanced Excel and PowerPoint skills
- Previous experience working in a consulting organization and/or in the Healthcare industry advantageous
- Inquisitive and organized
- Outstanding work ethic and must excel under pressure working across different time zones
- Ability to effectively multi-task and prioritize needs
- Exceptional attention to detail and organizational skills
- Fluent in English (Speaking and writing) is a must
- A strong passion for improving healthcare

To apply:

Please complete the attached application form and return to jobs@ichom.org

