

Position Specification

Director of Marketing



TORCH Management Services, Inc.
Round Rock, Texas

March 2025

This Position Specification is intended to provide information about TMSI and the position of Director of Marketing. It is designed to assist qualified individuals in assessing their interest in this position.

I. ORGANIZATIONAL OVERVIEW

TORCH Management Services, Inc. (“TMSI”) was founded in 1992 and is the for-profit subsidiary of the Texas Organization of Rural & Community Hospitals (“TORCH”). TORCH is the only hospital association in Texas dedicated specifically to the needs of rural and community hospitals, and all 158 rural Texas hospitals are currently members.

TORCH focuses on providing its member hospitals with the following services:

- Advocacy & Regulatory Assistance
- Educational Events & Conferences
- Communication & Public Relations
- Research & Information
- TORCH Insurance Program
- Grants and Resource Development (through TORCH Foundation)
- Shared Services (through TORCH Management Services, Inc.)

TMSI is dedicated to providing value-added services to TORCH-member hospitals and other rural healthcare organizations. TMSI creates superior products and services that enhance the operational efficiency and cost effectiveness of rural and community hospitals.

Key services provided by TMSI in the past have historically included:

- **Board Education & Strategic Planning**
- **Vendor Selection & Endorsement**
- **Interim CEO Placement & Executive Search**
- **Shared Services & Programs**

TMSI’s programs and services provide financial support to TORCH to assist the association in its ability to carry out its mission to be the voice and principal advocate for rural and community hospitals in Texas.

Other affiliated organizations of TORCH are as follows:

- TORCH Foundation (501(c)(3) non-profit corporation)
- Texas Association of Rural Health Clinics (fully-managed association)
- TORCH Clinically Integrated Network (CIN)
- TORCH Care Advance (ATLIS/438.6b)

II. POSITION SUMMARY

The Director of Marketing is responsible for supporting leadership in the growth of TORCH Management Services, Inc. (TMSI). In conjunction with TMSI leadership, he/she will develop comprehensive strategic marketing plans to facilitate the growth objectives for the organization.

III. ABILITIES

- Familiarity with rural health and hospital issues
- Administrative and business management skills
- Knowledge of Strategic Planning, Community Health Needs Assessments, Mock Surveys and other hospital consulting services
- Strong Marketing skills
- Strong Interpersonal skills

IV. ESSENTIAL/PRIMARY DUTIES

The TMSI Director of Marketing is expected to perform the following essential duties and responsibilities:

- Works with TMSI leadership to identify growth opportunities and facilitate positive and cooperative business interactions with key partners
- Responsible for traveling to and visiting TORCH hospitals as well as vendors and other partners as needed
- Reports back from meetings any pertinent information to assist with existing and/or new program development as well as analyzing existing programs
- Assists TMSI leadership in development and implementation of marketing strategies for TMSI
- Designs focused, effective plans that support all hospital products and service line areas and direct a well-organized approach for all business development activities
- Responsible for planning and implementing advertising and public relations programs in conjunction with advertising agencies and vendors as appropriate
- Responsible for coordinating with TMSI leadership to understand the organizational priorities and to increase TMSI's presence in all aspects – in-person, online, and other arenas
- Responsible for attending all meetings, conferences, and other events where their presence is required
- Works in conjunction with TMSI leadership to recommend budget and coordinate activities and purchases within budget
- Performs other duties as assigned

V. CANDIDATE QUALIFICATIONS

Education

- Four-year college degree in Management, Business, Administration, Healthcare or a related field

Personal Job-Related Skills

- Ability to provide leadership, overall direction and administration of hospital management and consulting, vendor endorsement, and other shared services

Experience

- Prior work experience
 - Five or more years working as an Associate, Assistant, or top management position of a health care organization or related business organization

Salary

- Commensurate with relevant work experience

VI. PROCEDURE FOR CANDIDACY

Resumes or curricula vitae should be submitted to:

Russell Bishop, VP of TMSI
ATTN: TMSI Director of Marketing Search
rbishop@torchnet.org