



# GUAM MEMORIAL HOSPITAL AUTHORITY

ATURIDĀT ESPETĀT MIMURIĀT GUĀHĀN

850 Governor Carlos Camacho Road, Tamuning, Guam 96913

Operator: (671) 647-2330 or 2552 | Fax: (671) 649-5508



## AREA OF CONSIDERATION – OPEN COMPETITIVE

TO ESTABLISH A LIST FOR THE POSITION OF

## HOSPITAL MARKETING AND COMMUNICATIONS DIRECTOR

OPEN: July 28, 2025

CLOSING DATE: August 8, 2025

ANN. NO.: 25-90

### GENERAL PAY PLAN

OPEN: Q-01 \$73,788.00 P/A to Q-10 \$101,296.00 P/A

PROMOTION: Q-01 \$73,788.00 P/A to Q-18 \$130,052.00 P/A

### MINIMUM EXPERIENCE AND TRAINING:

- A) Four (4) years of experience in a large-scale marketing and communications work, and a Master's degree from a recognized or accredited college or university; or
- B) Five (5) years of relevant experience in a large-scale marketing and communications work, and a Bachelor's degree from a recognized or accredited college or university.

### NATURE OF WORK:

This position directs complex communications and marketing strategies and functions for GMHA, collaborating closely with senior leaders within the organization to ensure consistency, alignment and cohesion of GMHA's promotions and communications messages across the organization and to its broader hospital and skill nursing audiences.

This position reports to the Hospital Administrator/CEO and serves as the senior communications leader responsible for developing, leading, and executing strategic marketing and communications plans to meet hospital and skill nursing organizational objectives.

**ILLUSTRATIVE EXAMPLES OF WORK:** (Any one position may not include all the duties listed, nor do the examples cover all duties which may be performed).

Develops long-term communications and marketing strategies to help GMHA increase brand reach, enhance perception, and strengthen its position as a critical enabler of quality and safe community healthcare services. Develops and maintains effective and holistic messaging strategies to staff and patients across the hospital and skill nursing facilities, as well as the healthcare community. Engages with the hospital Administrator/CEO, Associate Administrators, the Board of Trustees, and other leadership members across the organization to develop long-term strategic communication goals and priorities that support the objectives and priorities of GMHA. Leads communication programs in support of organizational branding, goals, and priorities. Develops and implements communications and service awareness activities that enable GMHA IT programs, services, and/or products. Delivers communication programs, strategies and campaigns across traditional and digital platforms, using success metrics to refine them over time. Develops, empowers, evaluates, and leads the communications/administration team that is part of the Hospital Administrator/CEO's Office, and manages contractors and outside vendors to ensure effective operations. Presents technology services, solutions and innovations that engage audiences. Serves as the PIO and vital member of the Incident Command team during emergency management and response situations. Demonstrates commitment to personal responsibility and value for patient and staff confidentiality. Promotes a culture of safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned. Performs work related work as assigned.

### MINIMUM KNOWLEDGE, ABILITIES AND SKILLS:

- Knowledge of marketing and communications theory and strategies.
- Knowledge of the application and utility of a variety of multi-media tools and social media platforms.
- Knowledge of HIPAA regulations and related hospital confidentiality provisions.
- Ability to achieve an organization's vision, values and programs through marketing initiatives.
- Ability to lead, persuade, and influence decision-makers across all levels of an organization.
- Ability to think critically and strategically.
- Ability to empower, develop and train staff across functions.
- Ability to advance a large volume of work through strong delegation, mentoring and organizational skills.

- Ability to work effectively with colleagues, clients and with external organizations.
- Ability to comply with applicable organizational laws, rules and regulations, policies and procedures.
- Exceptional written and oral communication skills.
- Computer skills, including the ability to utilize Microsoft Office programs (i.e. Word, Excel, PowerPoint, Outlook, etc.) and learn and experiment with new software and systems.

**EXAMINATION REQUIREMENTS:** A written test may be required. When a written test is not required, applicants will be rated on a scale between 70.00 and 100 percent on the basis of their training, education and experience in relation to the minimum requirements of the positions. **Individuals with disabilities who require special accommodations should contact this office prior to any scheduled examination.**

**EDUCATION REQUIREMENT:** Applicants claiming education accomplishment, such as, degrees or credits are required to submit official or verified copies of university or college transcripts. Pursuant to Public Law 29-113, effective September 30, 2008, all new employment in the service of the government of Guam shall have, as a reasonable measure of job performance, minimum requirement of high school diploma or a successful completion of General Education Development (GED) test or any equivalent of a general education high school program, apprenticeship program or successful completion of certification program, from a recognized, accredited or certified vocational technical institution, in a specialized field required for the job.

**DRUG SCREENING AND PRE-EMPLOYMENT PHYSICAL MEDICAL EXAMINATION:** All applicants tentatively selected for this position are required to submit to a urine test to screen for illegal use of drugs prior to appointment. All applicants accepting employment with Guam Memorial Hospital Authority must take and pass a pre-entry Physical examination.

**PRIMARY SOURCE VERIFICATION:** Applicants applying for positions in the Nursing and/or Allied Health Professional positions requiring licensure pursuant to Public Law 24-329 or National Credentialing Institution must obtain a verification of licensure upon notification of selection as a condition of employment. All cost incurred for licensure/ certification verification is at the applicant's expense.

**VETERANS' PREFERENCE:** Applications claiming veteran's preference are required to provide a copy of their DD-214 (Military discharge member 4 form). Those claiming Compensable Disability are required to provide verification from the Veteran's Administration.

**DISABILITY PREFERENCE:** Applicants wishing to claim Disability Preference should submit a Government of Guam Disability Certification form, certified by the Director of Public Health & Social Services.

**POLICE AND COURT CLEARANCE:** Pursuant to Executive Order No. 2005-34 and Public Law No. 28-24, all applicants accepting employment with Guam Memorial Hospital Authority must submit a police and Superior Court of Guam clearance of no more than 3 months old from the date of notification of selection as a condition of employment. The cost of the clearances is the applicant's responsibility. Off-Island applicants must obtain clearances from their last place of residence.

**AREA OF CONSIDERATION AND INTERVIEW PROCESS:** A personal interview, interview by telephone or video conferencing will be held by the appointing authority or his designee for eligible candidates referred via certification. Certification for interviews are prepared from valid eligibility listings in accordance with the area of consideration or examination and in the following order if available: 1) Departmental; 2) Government-wide; and 3) Open Competitive. Candidates will be contacted accordingly during active recruitment when their names are reached on the appropriate list.

**Important Note:** Individuals with disabilities who require special accommodations should contact the Equal Employment Opportunity Office at (671) 647-2104, prior to any scheduled interviews. If traveling off-island and/or if contact information has changed, all eligible candidates are responsible for notifying the Human Resources Office of any changes in contact information to include email and mailing addresses.

**IMPORTANT INFORMATION:** Public Law 99-603 (8USC, Section 1324A) requires the Government of Guam to verify the identity and work eligibility of all newly hired employees. All new employees shall be required to provide proof of identity and work eligibility to work in the United States.

If you are hired to fill a position in the Government of Guam, you will be required to present valid documents that will establish your identity and work eligibility.

**WHERE TO APPLY:** Applicants must submit the "Guam Memorial Hospital Authority – Employment Application" to the Guam Memorial Hospital Human Resources Department between the hours of 7:00 a.m. to 5:00 p.m., Monday through Friday. Closed on official Government Holidays, Saturday and Sunday or via email to [human.resources@gmha.org](mailto:human.resources@gmha.org). To ensure full consideration of your application, all supporting documents must be submitted with the application. For further information, call (671) 647-2409/2171 or visit the Guam Memorial Hospital Authority Human Resources Department at 850 Gov. Carlos Camacho Road Oka, Tamuning, Guam 96913. The Human Resources Department is located on the first floor within the Administration offices or visit the "gmha.org website" for other employment opportunities.

APPROVED:



LILLIAN Q. PEREZ-POSADAS, MN, RN  
Hospital Administrator/CEO