

## **JOB DESCRIPTION**

**POSITION:** Full –Time Marketing and Development Position

**REPORTING TO:** Office Manager

**JOB SUMMARY:** Create, coordinate and follow-up on all aspects of marketing. Build patient database through internal and external marketing and referrals. Act as liaison with all clinical staff to ensure scheduling coincides with scheduled programs, ensure marketing is in line with products and services and ensure staff is educated on new and existing products/services/marketing strategies.

### **EDUCATION AND EXPERIENCE:**

1. Bachelors of Marketing Degree
2. 2 years marketing experience at least
3. Experience marketing medical/spa/hospitality services

### **ESSENTIAL SKILLS AND ABILITIES:**

1. Articulate communication skills
2. Demonstrates high organizational skills
3. Ability to build and maintain business relationships
4. Excellent computer skills
5. Experience with Microsoft Office
6. Experience using MS products, Photoshop, Illustrator, Acrobat
7. Presents a highly professional image

### **PRIMARY RESPONSIBILITIES:**

- Create internal marketing strategies for products and services.
- Create external marketing strategies for products and services.
- Attend Practice Management/Marketing webinars/conferences/etc specific to our line of business to build knowledge of how to market internally and externally based on our products and services.
- Schedule and attend sales rep meetings on new products or updates.
- Meet with sales reps for promotions.
- Put together 12 month calendar of events/promos etc. and manage ongoing.
- Keep up on product/service websites for updates to images, content, marketing materials, etc.
- Create and Manage e-blasts.
- Update flyers and communicate in the office based on marketing calendar.
- Update posters/brochures as they change based on services/products.
- Build knowledge and use Nextech Marketing module.
- Manage/maintain customer loyalty and referral programs.
- Help Office Manager manage quarterly goals for staff.
- Update all content on all websites promptly and correctly.
- Coordinate training for staff on new products/services with sales reps.
- Schedule regular meetings with staff to review existing marketing strategies/goals/events and come up with new strategies/ goals/events.
- Answer emails and follow up with all incoming requests from our websites.

## **Marketing Position**

### **Page 2**

- Write weekly blog for 3 websites.
- Write articles for magazines and newspapers.

#### **Administrative**

- Receive all calls for marketing.
- Prepare all correspondence for Office Manager.
- Track all patients generated by marketing efforts.

#### **Other Responsibilities**

- Attend holiday parties at referring facilities as representative of the practice.
- Serves as back-up for phones as needed.

#### **Patient Events**

- Prepare all flyers and e-blasts for advertising the event.
- Prepare patient cosmetic interest questionnaires for seminars.
- Ensure all necessary supplies are available for use at seminar, including educational material, forms, practice brochures, clinical supplies, etc.
- Arrange for all refreshments and promotional gifts to be available in adequate quantities.
- Notify necessary clinical staff and office manager on a timely basis of all upcoming events to ensure proper staffing.
- Ensure the availability of all necessary audio-visual equipment and materials.

#### **Event Participation**

- Coordinate proper placement of all displays, audio-visual aids, and patient educational materials.
- Participate in patient counseling and appointment scheduling.
- Responsible for keeping record of all patient appointments, follow-up, and referrals generated at event.

#### **Event Follow-Up**

- Confirm all appointments made at seminars.
- Track all no-shows for reschedule.
- Input all seminar participants in computer.