

## **Marketing Coordinator**

**Classification:** Exempt, permanent position

**Salary:** \$40,000 to \$48,000 depending on experience

### **Reports to**

Executive Director and Medical Director

### **Date**

05.06.2014

## **JOB DESCRIPTION**

### **Summary**

Under the direct supervision of the Executive Director, this position supports the organization's marketing function and has a 20% role in administrative functions such as managing accounts receivable. There is the potential to grow into a broader position.

### **Essential Functions**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Responsible for implementing the marketing process relating to media, email correspondence, collateral materials, and events.
2. Updating and maintaining digital marketing including websites and webinars.
3. Creating project-based marketing plans, and updating and reporting on the plans as required
4. Coordination of marketing functions including management of agencies and related-vendors.
5. Marketing resource for our customer base.
6. Responsible for ensuring other staff are following the editorial calendar.
7. Stay up-to-date on current events in the field and with related organizations.
8. Outreach to media and potential customer base.
9. Participation in "value-adding" marketing decisions including incentives, outreach, process, etc.
10. Serve as a strong external representative.
11. Understands the role of social media in a small business environment and manages updates, including delegating at times.
12. Ability to work in a collaborative support role within the organization.
13. Ability to design and implement marketing programs and to manage the marketing process effectively to maximize value.
14. Capable of using time efficiently, set goals and objectives and develop realistic action plans.
15. Works independently and within a team on special nonrecurring and ongoing projects. Acts as project manager for special projects, which may include: planning and coordinating multiple presentations, disseminating information, coordinating meeting handouts, creating brochures, and implementing new data tracking systems.

16. Creates and designs general correspondences, agendas, charts, tables, graphs, etc. Proofreads copy for spelling, grammar and layout, making appropriate changes. Responsible for accuracy and clarity of final copy.
17. Edits and delivers email campaigns in Constant Contact and managing events in Eventbrite.
18. Assists with scheduling webinars and setting up presentations in the webinar system.
19. Supports in maintenance of the finances.

#### **Other Duties as assigned**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

#### **Competencies**

##### 1. Strong Technical Capacity:

Excellent Microsoft office PC skills (Word, Excel, PowerPoint, and Publisher). Extensive experience in PowerPoint is a plus. Must be excellent with Internet searches and proactive in quickly learning new technology. We are always implementing new technology. Experience using a CRM (Customer Relationship Management system). Knowledge of internet and web design applications, basic understanding of HTML. Experience with WordPress a plus. Basic skills with Photoshop: minor photo editing and basic web banners – knowing when to ask for outsourcing help with more expanded needs.

##### 2. Personal Effectiveness/Credibility.

##### 3. Thoroughness and attention to detail.

4. Self-motivated and able to work independently in a fast-paced environment with the ability to prioritize and handle multiple projects.

##### 4. Collaboration skills.

5. Marketing savvy: an intuitive understanding of target markets, call to actions, and effective copy creation.

5. Excellent Communication: written, oral and interpersonal. Knows when a phone call is needed and can craft a concise yet moving email.

6. Flexibility: comfortable in a work environment that is growing and improving its systems.

#### **Supervisory Responsibility**

This position has no supervisory responsibilities.

#### **Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, copiers, printers, scanners, filing cabinets and fax machines.

**Physical Demands**

This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

**Position Type and Expected Hours of Work**

This is a full-time position. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m.

**Travel**

Minimal local travel is expected for this position. This could change in the future.

**Minimum Education and Experience**

Related BA or BS degree plus professional experience in the execution of marketing plans.