

Job Description –Marketing Coordinator

Reports to: Dr. Gen and Office Integrator

Summary of Position:

Responsible for growing the practice and creating a sustainable practice brand within the community. Lead, engage, coach, manage the team and promote their accountability with respect to marketing practice.

Education / Experience:

Marketing Degree and at least two years of marketing experience preferred.

Skills / Abilities:

Interpersonal: Exceptional interpersonal and professional skills to promote our brand and inspire the target audience to consider our practice for their orthodontic needs; to communicate with the team and promote their participation in marketing.

Business Skills: Knowledge and understanding of marketing, advertisement, and business principles.

Writing Skills: Fluent in English language. Effective positive writing skills.

Verbal Skills: Effective positive verbal skills to communicate with business and community representatives, referring dentists, parents, patients, and our team.

Computer Skills: Proficient in use of computer and Microsoft Office Applications.

Problem Solving: Effective conflict resolution, problem identification, problem resolution, and decision-making skills.

Physical Requirements:

Must be able to legally drive an automobile, making frequent stops, getting in and out of automobile while carrying items up to 10 pounds. Must be in good physical condition and able to sit, stand and move about the office for moderate periods of time. Manual dexterity, good eye-hand coordination, and adequate vision and hearing are needed in daily work.

Key Results Areas:

1. The practice is growing according to set goals
2. Increased number of patients from Social Media (measurables to TBD)
3. Successful B2B and School Partnership programs are in place (measurables to TBD)
4. Other team members are involved in promoting the practice in their capacity
5. Demonstrates continual learning – books, seminars, webinars

General Responsibilities:

I. Management and Leadership

- I. Develop and supervise implementation of approaches to attract a constant flow of new patients and to maximize referrals.
1. Establish a yearly marketing process and plan as well as annual budget that is reviewed with Dr. Gen and Practice Integrator.
2. Share the plan and activities with the rest of the team monthly, or as necessary for individual projects.
3. Document, follow, and delegate (as necessary) all marketing processes.
4. Monitor referrals received.
5. Track KPIs and measure ROI of each marketing activity.
6. Work collaboratively with Internal / Dental marketing Coordinator.
7. Coordinate with the HR Coordinator other team members' schedule for various marketing events and activities.

II. Social Media:

1. Develop and implement specific approaches on social media to stimulate engagement and attract a constant influx of new patients.
2. Monitor Social Media reputation regularly
3. Collaborate with Clinical and Treatment Coordinators to produce engaging, fun, and insightful content.
4. Google AdWords management
5. SEO management
6. Content management, including website updates.
7. Develop and maintain blog.
8. Periodically submit to local print and online media Press Releases.
9. Radio advertisements.

III. Community Relations Development:

1. Develop specific approaches to influence the local schools and businesses to attract a constant influx of

new patients and retain patients of record.

2. Maintain good relationship with local business
3. Maintain good relationship with local schools officials and PTAs
4. Maintain good relationships with referring dentists and other professionals in the community.
5. Maintain good relationships with non-dental health care professionals.
6. Oversee communications from the office to local businesses, referral sources, patients, parents, etc.
7. Take responsibility for or delegate internally.

IV. Miscellaneous

1. Work cohesively with fellow team members to provide an atmosphere of trust and mutual respect, and cooperation.
2. Perform other tasks as assigned by Dr. Gen