

Marketing Coordinator

Job Description



Department:	Marketing	FLSA Status:	Exempt
Reports To:	Marketing Director	Physical Strength:	Sedentary

Summary

This position is responsible for connecting with potential referral contacts through in-person meetings with organizations such as healthcare clinics, attorneys, auto body shops, and more via cold and warm in-person calls by performing the following duties.

Essential Duties

1. Making organic connections with the goal of creating potential referral sources for the clinics.
2. Is the middle person with connections to attorneys and regional directors.
3. Logging all marketing activity into our customer relationship management software.

Job Duties

- Uses sales experience to better connect and pitch to potential candidates to gain referrals.
- Communicates effectively in group gatherings and with other team members.
- Uses customer service skills to professionally speak with clients and patients.
- Uses communication skills to identify and contact prospective business partners that would be beneficial to the organization.
- Consistently connects with prior partners to maintain a professional relationship for future services.
- Uses customer service management (CRM) software to update and track information regarding follow-ups, visits, and new referrals.
- Writes weekly reports to communicate tasks completed to management.
- Maintains punctual, regular, and predictable attendance.
- Works collaboratively in a team environment with a spirit of cooperation.
- Respectfully takes direction from Marketing Director.
- Other duties as assigned.

Supervisory Responsibilities

This position has no supervisory responsibilities.

Qualifications

Ability to perform essential job duties with or without reasonable accommodation and without posing a direct threat to the safety or health of employees or others. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential duties.

Education & Experience

This position requires a Bachelor's degree from a four-year college or university and one to three years related experience and/or training or equivalent combination of education and experience working in sales, retails, and marketing.

Certificates, Licenses, and/or Registrations

A valid driver's license, acceptable driving record, and automobile liability coverage or access to an insured vehicle.

Marketing Coordinator

Job Description



Travel Requirement

This position requires frequent (51-75% of the position) in-state travel for the purpose(s) of sales and client visits, conferences, event planning, clinic and attorney meetings. Travel will primarily consist of day trips.

Language Skills

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of an organization.

Mathematical Skills

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Computer Skills

The job requires specialized computer skills. Must be adept at using various applications including using databases, using spreadsheets, report writing, project management, graphics, word processing, presentation creation/editing, communicating by e-mail, and using scheduling software. Experience with Word, Excel, Google Workspace, CRM Software.

Reasoning Ability

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Physical Demands & Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential duties.

While performing the duties of this job, the employee is regularly required to stand, walk, and talk or hear. The employee is occasionally required to sit and use stairways to climb to multiple floors within an office building.

The employee must occasionally lift and/or move up to 10 pounds. This position requires frequent computer use. The noise level in the work environment is usually moderate.

Employee Signature: _____ Date: _____

Employer Representative: _____ Date: _____