

MARKETING COORDINATOR

Job Description



JOB SUMMARY

Create and implement marketing plans for the various practices and build relationships between healthcare personnel and patients. Position the medical practice's services favorably in the healthcare market. Design brochures, posting and editing content on the organizations website, and identifying specialty practices that or physicians who can help increase patient volume for the practice.

Specific Marketing Coordinator Job Duties:

- Review Schedule on weekly basis and work with Patient Services Director on "Practice Building Techniques"
- Cross-trained in Patient Services Department
- Perform Public Relations on behalf of the medical practice(s)
- Knowledge of staff roles throughout company
- Knowledge of (memorize) Physician Schedule, Office Coverage and On-call Schedule
- "Selling Allied" (e.g. Extensive knowledge of Podiatry, Physician's specialties, Procedures performed in office and Payment policies)
- Ordering of Marketing Supplies and Resources for the practice(s) and Physicians
- Monthly monitoring of phone referrals
- Perform practice analysis of potential new patients coming into practice at all six locations
- Maintain continued education credits
- Assist Practice Administrator in monitoring patient relations and patient satisfaction
- Assign and follow up on recalls
- Attend all scheduled meetings
- Attend Seminars and training
- Make recommendations to Practice Administration, Physicians, and Medical Director
- Schedule and Host Meet and Greet with surrounding area physicians and hospital
- Work on Community projects to establish presence in all office locations
- Recognize and embark on new opportunities for the practice(s) to maintain and expand into new markets and assist in facilitating processes of efficient business operations
- Facilitate all Marketing Functions both internal and external (i.e. Advertising, magazines, health fairs)
- Design and/or acquire promotional materials such as brochures, pens, magnets etc. to use for external marketing
- Submit and maintain marketing budget for each fiscal year to be approved by Company Owner
- Update and maintain marketing techniques and track methods to ensure effectiveness and efficiency of marketing the practice
- Attendance in off-site functions that directly affect business operations of the practices
Advanced Personnel represent

MARKETING COORDINATOR

Job Description



- Visit with “specialty practices” to form relationships and facilitate practice growth through partnerships
- Plan, facilitate and participate with community development projects, charity, fundraisers and hospital affiliations as well as county chambers to promote practice growth and partnerships

Skills/Qualifications:

Strong analytical, problem-solving, organizational, and project management skills. Sufficient computer proficiency is required. Ability to prioritize projects with little supervision and meet deadlines.

- Bachelor’s Degree/5-10 years Marketing and Customer Service Experience
- Willing to travel to/from the practices’ offices and short stay business trips
- Knowledge of Practice Operations
- Knowledge of Medical Terminology helpful
- Must have exceptional Multi-Tasking abilities and Time Management Skills.
- Knowledge of Microsoft applications
- Must have excellent grammar usage, written and spoken
- Ability to work effectively and consistently with limited direct supervision
- Knowledge of HIPPA, JACHO, OSHA and DPHO Policies and Procedures helpful
- Ability to interpret and supervise business policies of practice
- Special ability to communicate well with staff, physicians and general public
- Dependable
- Dependable transportation

Personal Qualities:

- Neat and friendly appearance
- Good organizational and strong communication skills with the ability to interact with a variety of persons
- Understanding, courteous, and professional at all times in contacts with patients, visitors, employees, and medical staff

Other Duties:

- Must be willing to assume duties of other office staff when absence occurs
- Will be requested from time-to-time to attend or participate in offsite functions that affect office operations.
- Other duties as determined by needs of the Company Owner

Supervisory Relationship:

Reports to Company Owner and Administration