

MARKETING REPRESENTATIVE

POSITION SUMMARY:

The Marketing Representative is primarily responsible for managing, design and production of planned marketing programs by performing duties personally or through management. In addition, The Marketing Representative is responsible for forming, growing and maintaining long-term partnerships with physicians, urgent care facilities, medical specialty groups and other clinical groups to increase referrals and gain market share.

POSITION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

1. **Education:** Bachelor's Degree in Marketing, Business Development, and/or Communications
2. **Experience:** Two to four years related experience and/or training or equivalent combination of education and experience. Previous Free-standing Emergency Care or medical practice preferred.
3. **Language Skills:** Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clinical staff, administrative staff, clients, customers and the general public
4. **Mathematical Skills:** Ability to add, subtract, multiply and divide in all units.

PRIMARY RESPONSIBILITIES:

1. Design- Generate creative solutions, using feedback to modify designs. Works well in group problem solving situations. Design and implement newsletters, advertising material and editorials for magazines and Lonestar 24HR Emergency Room.
2. Project Management- Develop project plans; coordinate projects; communicate progress and changes. Complete projects on time and within budget. Manage project team activities.
3. Community Service - visit various physician's offices and businesses to inform about patient referrals and workman's compensation. Attend various community events as a participant for Lonestar 24HR Emergency Room.

4. Promotional Materials - Plan and oversee execution of promotional activities including print, electronic media (YELP, Google and Facebook) trade show, direct mail, point of purchase displays and signage.
5. Contract Negotiation - Negotiate contract terms with outside agencies and suppliers.
6. Communication - Communicate with outside advertising agencies regarding ongoing campaigns. Communicate with members of management and attends staff meetings to discuss marketing plans
7. Analytical Skills - Analyze marketing programs and adjusts strategy and tactics to increase effectiveness for increase in patient volume and patient satisfaction.
8. Customer Service - Maintain customer database and approves the use of internal and external mailing lists. Strive to maintain high patient customer service and satisfaction scores
9. Professionalism - Help establish and maintain consistent corporate image throughout representation of Lonestar 24HR Emergency Room. Display professionalism, courtesy and teamwork at all times
10. Develop long-term referral relationships while achieving the highest level of customer service and satisfaction.
11. Maintain relationships with physicians, and key influencers to drive patient volume, enhance customer loyalty and exceed client satisfaction.
12. Conduct marketing and sales calls with physician and clinical staff as appropriate to secure business.
13. Maintain an awareness of competitive activity within the market and updates information as needed.
14. Other – Perform other duties, tasks and/or projects as assigned by management.