

## JOB DESCRIPTION

# MARKETING COORDINATOR



### **INTRODUCTION**

The Marketing Coordinator directs, plans, and coordinates a variety of marketing functions that are related to communication between Companion Animal Hospitals, the healthcare team, our clients and the community in which we live. These functions include, but are not limited to development and setup of social media sites, maintaining and updating websites, research of topics to communicate, content creator, educator and brand steward along with follow up to any community interaction online. Functions also include online reputation management, including reporting and responding to all positive and negative online reviews/comments. The Marketing Coordinator also plans and supervises local public marketing events and outreach. The Marketing Coordinator reports directly to the Practice Administrator.

### **PRIMARY JOB RESPONSIBILITIES**

- Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility in the community.
- Monitor trends in social media tools, trends and applications and appropriately apply that knowledge to increasing the use of social media at all Companion Animal Hospitals.
- Educate team members regarding hospital policies on social media communication.
- Strategize with and educate the management team and other healthcare team members on incorporating relevant social media techniques into the hospital culture.
- Organize each hospital team to work together to provide a consistent standard of communication and frequency of communication using social media.
- Manage and integrate social content (Blog, Twitter, YouTube, Facebook, Google Plus, etc.).
- Bridge builder between our practices and the community in which we live.
- Listen to and engage with the online community and act on the practice's behalf.
- Relationship builder, message deliverer, content creator, educator and brand steward.
- Participate in online conversations; even if they are critical or accusatory.
- Work with hospital management and owners to learn and then focus marketing efforts on specific hospital needs. For example; grow dental services, increase new client numbers, increase heartworm prevention compliance, etc.
- Produce blog updates, online posts, newsletters to promote the practice to the community, featuring new content on an agreed upon schedule. Blog articles are typically written by our hospital doctors.
- Use judgment as to when it is necessary to include management in on-line interactions or deleting inappropriate interactions.
- Finds ways to increase the client and community experience to make it more pleasurable and make sure we are exceeding our clients' expectations.
- Plan, organize, attend and oversee all public marketing events, such as the annual Pet Expo, hospital open house and holiday events, etc.
- Plan, organize, help create and maintain educational videos.
- Create printed marketing materials to use within the hospitals, online, and at local events.

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- Plan, organize and participate in outreach to local shelters, pet organizations, etc. to increase awareness and obtain new clients for each hospital location.
- Create, maintain and update regularly, all Companion websites, using pictures, videos, new details, SEO etc.
- Work well with all team members and ensure that your actions support the hospital, the doctors, and the practice philosophy.
- Perform other duties as assigned.

### **CONTROLS OVER WORK**

Works under the direct supervision of the Practice Administrator. Marketing Coordinator will recognize non-routine or unusual situations and refer them to the Practice Administrator with recommended solution(s). Work is reviewed in terms of adequacy of services provided.

### **COMPANION ANIMAL HOSPITAL CORE VALUES**

Our team believes in and agrees to **Positivity, Service, Integrity, Communication, and Teamwork** to create a work environment that energizes team members to create value on behalf of our clients and patients.

**Positivity** – I choose positivity. I am excited about what I do and I will be all in. I will be present and engaged with clients, patients, and team members every day.

**Service** – I am dedicated to creating an exceptional client experience. I treat clients as partners and advocate for their pets.

**Integrity** – I am honorable. I respect all living things and I do the right thing when no one is watching.

**Communication** – I practice direct, honest communication with both clients and team members.

**Teamwork** – I will work together with my team enhancing each other's strengths and covering each other's weaknesses.

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### ***SKILLS AND KNOWLEDGE***

- Exhibit a technical knowledge of the internet and use of social media sites for marketing and educating clients.
- Knowledge of hospital procedures outlined in the employee manual as well as those that are implied (reasonable expectations).
- Knowledge of spelling and the meaning of commonly used veterinary terminology in order to accurately enter specific information onto patient records.
- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Requires strong client service skills. Considerable tact and diplomacy is required.
- Strong leadership and communication skills.
- Experience in social media tools and techniques.
- Experience with WIX website platform.
- Experience in marketing.
- Excellent written and verbal communication skills are required.
- Strong online research skills.
- Strong knowledge of computer system, Microsoft Office, communication tools, Internet Security.
- Ability to work independently on assigned tasks as well as to accept direction on given assignments. Understand and carry out oral and written direction.

### ***PHYSICAL EFFORT***

The physical demands described here are representative of those that must be met by an employee to successfully perform the primary functions of this job.

- Ability to transfer data to a computer
- Frequently position self and move about an office area to file, use office machinery such as fax machines and computer.
- Occasionally transport marketing items, handling 30 pounds.
- Frequently required to communicate with clients, team members and associates. Must be able to exchange accurate information.

### ***WORK ENVIRONMENT***

Travel to individual hospitals, outreach shelters/organizations and events is necessary. Much of the work will be done online in an office environment.

While performing the duties of this job, in the hospital, the employee is exposed to hazards associated with aggressive patients; hazards associated with infected animals and controlled substances; exposure to unpleasant odors and noises; exposure to bites, scratches and animal wastes; possible exposure to contagious diseases.

Follow federal and state animal health laws and regulations including OSHA and DEA.

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### ***ESSENTIAL FUNCTIONS:***

- Technical knowledge of the internet and use of social media sites for marketing and educating clients.
- Ability to produce blog updates, online posts and newsletters to promote the practice to the community, featuring new content on an agreed upon schedule.
- Strong communication and client service skills. Considerable tact and diplomacy is required. Ability to work with clients and the community in a professional, friendly, hospitable manner.
- Ability to courteously and professionally answer incoming communication utilizing proper computer etiquette and respond timely and appropriately to comments and questions posed on the social media sites.
- Good judgment and critical thinking when communicating information are essential functions of this position.
- Ability to transfer data to a computer.
- Utilize the computer system to accurately enter information and maintain the social media sites, websites and online reputation.
- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Regular attendance and timeliness are an essential function in order to fulfill the requirements of this position.