

## **Marketing & Public Relations Representative**

idgroup is seeking a Marketing & Public Relations Representative for one of our medical clients.

### **You Love:**

- Interacting with and developing strong relationships with multiple stakeholder groups
- Working hard to help grow a brand within the community through both advertising and community engagement

### **You Are:**

- A highly-motivated self-starter with strong organizational and time management skills.
- An excellent communicator and presenter – people like you, and you make things happen.
- A hardworking, dependable and enthusiastic professional with strong critical-thinking skills.
- A team player who likes to collaborate with others.
- A charismatic, friendly, outgoing professional who takes initiative.
- Comfortable engaging with various stakeholder groups.
- Results-focused, can be counted on to predict and deliver results and solutions.
- Curious and willing to learn new things and put them into practice.

### **You Have:**

- A bachelor's Degree in Marketing, Communication, Public Relations or related field.
- Three to five years of related experience.

### **Responsibilities Include:**

- Being the point of contact for all external communications
- Implementing internal and external marketing plans, which may include:
  - Working together with a branding/marketing organization to help execute strategic plans
  - Working with media companies to place media
  - Putting together communication materials such as flyers and newsletters
  - Posting, monitoring and interacting with audiences on social media
- Acting as the practice “face” at schools, companies, charity events, etc.
- Coordinating lunches, meetings and events both internally and with external audiences
- Helping build internal team unity by involving staff in new ideas/marketing techniques and generating excitement

- Planning and setting up internal events for staff for birthday celebrations, professional achievements, etc.
- Tracking and presenting practice growth indicators, including new patient numbers, new referral numbers, increases in Google reviews and ratings, Facebook interaction, and the cost of marketing vs. ROI
- Ensuring the office is tidy and presentable at all times
- Communicating with vendors to secure item estimates, quotes and products.
- Short-distance travel around town to take promotional items, referral pads, newsletters, etc. to our referring practices

#### Required Technological Skills:

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Canva graphic design software (or similar software)
- Social media management tool or platform such as Hootsuite

#### Not Required, but Definitely a Plus:

- Experience with WordPress website management (uploading content, images or new pages)
- Adobe Creative Suite (Acrobat, InDesign, Photoshop)
- Google Analytics

#### *Salary and Benefits*

*This employer is an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. Benefits include:*

- Competitive Salary
- 401k Matching Plan
- Paid Time Off

Please send your cover letter and resume to: [lindsey@idgroupbranding.com](mailto:lindsey@idgroupbranding.com)