

## JOB DESCRIPTION

**POSITION:** Marketing Manager

**DEPARTMENT:** Marketing

**REPORTS TO:** Practice Director

**JOB SUMMARY:** The Marketing Manager is responsible for supporting the efforts of marketing and to carry out all aspects of the marketing department as well as serve as support for internal and external public relations aspects of the practice. Their duties include researching market trends and compiling reports about consumer needs, creating marketing campaign content like graphics, blog posts or social media posts and assisting in executing marketing events. Additionally, they are responsible for community engagement and serving as a liaison to represent Fargo Center for Dermatology's strategic initiatives to expand community awareness around offered care and services.

## JOB DESCRIPTION

In this position, you will work directly with our Executive Leadership team and external marketing company and Fargo Center for Dermatology team to assist in executing our strategic goals.

### EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelors in marketing or a related field preferred
- Proven working experience in digital marketing, preferably within the industry
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Solid knowledge of website and marketing analytics tools
- Working knowledge of ad serving tools
- Working knowledge of HTML, CSS, and JavaScript development and constraints

### Responsibilities:

- Markets products and services by developing and implementing marketing and advertising campaigns.
- Tracks sales data, maintains promotional materials and swag inventory, plans meetings and trade shows, maintains databases, and prepares reports.
- Creates, implements, and manages marketing and advertising plans and campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; and updating calendars.
- Tracks product line sales and costs by analyzing and entering sales, expense, and new business data.
- Prepares marketing reports by collecting, analyzing, and summarizing sales data.
- Keeps promotional materials ready by coordinating requirements with graphics department, inventorying stock, placing orders, and verifying receipt.
- Provides marketing recommendations and campaign proposals to leadership and department stakeholders in alignment with sales/data analysis and leadership strategic goals.
- Development and maintenance of Brand Guide to align with the look and voice of the practice

- Curate and serve up VOC (Voice of Customer) analytics gathered through various methods (i.e., customer feedback eforms) for leadership and department stakeholders to make any appropriate or necessary changes.
- Maintains a formal roadmap for all marketing efforts that provide proactive visibility and approval from internal stakeholders as well as predictability both internally and externally, while fostering an environment of flexibility to the marketing schedule where need dictates.
- Manages and ensures that external marketing dollars are used wisely, and to the fullest extent possible.
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, and new product information.
- Assists aesthetic team and executive leadership team with research on competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising, maintaining research databases.
- Plans meetings and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- Monitors and manages marketing budgets by comparing and analyzing actual results with plans and forecasts.
- Updates job knowledge by participating in educational opportunities and reading trade publications.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests.
- Coordinating/Planning/Hosting all internal and external events, including venue/food/swag/content/presentation/coordination/etc.
- Promoting the practice externally to other vendors/practices/public through methods such as formal in person events/media outlets/etc.

#### **Social Media Responsibilities:**

- Oversees and assists with photography and videography of procedures, products, events, etc.
- Full accountability for oversight of management of social channels (Facebook, Instagram, etc..) in collaboration with Aesthetic Coordinator.
- Coordinate and manage all applicable website and SEO updates with 3rd party marketing firm
- Develop original and creative content to attract customers and promote the brand
- Research audience preferences and discover current trends
- Create engaging text, image, and video content
- Design posts to sustain readers' curiosity and create awareness around new products
- Measure web traffic and monitor SEO
- Leverage data to identify opportunities and successfully increase engagement across all social media platforms
- Stay up to date with changes in all social platforms ensuring maximum effectiveness
- Train co-workers to use social media in a cohesive and beneficial way
- Facilitate online conversations with customers and respond to queries
- Report on online reviews and feedback from customers and fans
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout

#### **Public Relations Responsibilities:**

- Promote and oversee practice culture both internally and externally
  - Regularly monitor practice culture through various listening systems (verbal employee feedback, anonymous surveys, etc. and drive initiatives to promote and maintain positive culture.
- Serve as the face of Fargo Center for Dermatology to other healthcare providers, vendors and organizations while representing the goals of the practice.

- Manage regional awareness and engagement effort for IG-SRT to ensure patients and other healthcare facilities understand their choices for skin cancer treatments.
- Establish and overall awareness of all standard processes within the patient relations department to ensure that as the first “face/image” of the practice, the patient relations team’s processes align with the Fargo Center for Dermatology brand.

**Marketing and Public Relations Partner Qualifications / Skills:**

- Direct marketing
- Market segmentation
- Marketing research
- Coordination
- Project management
- Reporting research results
- Understanding the customer
- Process improvement
- Initiative
- Planning
- Financial skills

**Working Conditions:**

Work is performed in a medical/aesthetic office setting using standard medical/aesthetic equipment. Risk of exposure to blood and body fluids is present.

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. Essential job functions are intended to describe those functions that are essential to the performance of this job, and additional job functions include those that are considered incidental or secondary to the overall purpose of this job.

This job description does not state or imply that the above are the only duties and responsibilities assigned to this position. Employees holding this position will be required to perform any other job-related duties as requested by management. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Witness Signature: \_\_\_\_\_ Date: \_\_\_\_\_