

# MARKETING ASSISTANT

## PURPOSE:

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To professionally promote the practice in such a way that it is well known, well thought of, and continually supplied with a more than adequate supply of new patients. Must be proficient in Adobe Creative Cloud (primarily Illustrator, InDesign and Photoshop).

## JOB DUTIES:

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1. Design, create, schedule social media posts for all disciplines.
2. Design/edit seamlessly branded look on all marketing materials (handouts, monthly posters, provider bios, supplementary material).
3. Print/distribute materials in-house.
4. Review and update website and social media profiles.
5. Become proficient with the services provided by DemandForce and develop regular email/text campaigns to promote our services.
6. Maintain ongoing communications/promotions on digital sign.
7. Communicate with vendors and liaisons for printing, website changes, etc.
8. Learn the procedure for planning and producing a successful screening event and create all material for event promotion.
9. Meet with the AWC marketing team for planning and direction.
10. Maintain organization of all marketing files via harddrive, Officeshare, and Dropbox.

## STATISTICS:

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New patients to the clinic.

## OUTCOME:

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1. A practice supplied with as many new patients as it can possibly handle.
2. A practice and departments that are well known and well thought of in the community.

**IF INTERESTED AND QUALIFIED FOR THE POSITION, PLEASE SEND IN YOUR JOB INQUIRY, RESUME AND COVER LETTER TO [AWC.VLOWRY@GMAIL.COM](mailto:AWC.VLOWRY@GMAIL.COM).**