

## Marketing and Social Media Coordinator

### Job Description

Fargo Center for Dermatology is looking for an experienced Marketing and Social Media Coordinator who has the insight to work independently, maintain, and grow our footprint – online, community awareness, and new patient.

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

### 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.
- Implements marketing and advertising 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.

- Ensures that external marketing dollars are used wisely and to the fullest extent possible.
- Supports sales staff (Aesthetic Coordinator) by providing sales data, market trends, forecasts, account analyses, and new product information.
- Assists Aesthetic Coordinator 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 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.
- Explores opportunities to add value to job accomplishments
- 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**

- Photography and videography of procedures, products, events, etc.
- Event planning & coordination
- Full accountability for management of social channels (Facebook, Instagram, etc...)
- Coordinate 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

## **Skills**

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

## Education & Experience Requirements

- Bachelor's in marketing or a related field
- 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
- Experience with A/B and multivariate experiments
- Solid knowledge of website and marketing analytics tools
- Working knowledge of ad serving tools
- Working knowledge of HTML, CSS, and JavaScript development and constraints

## Details

Job Type: Full-time

Salary: \$40,000.00 - \$80,000.00 per year

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Employee discount
- Health insurance
- Paid time off
- Vision insurance

Work Location: One location

- In clinic at Fargo Center for Dermatology

Schedule:

- Day shift

- Monday to Friday

Experience:

- Marketing: 1 year (Preferred)

Work Location: One location