



Marketing Coordinator

Our established Medical Management Company is built on more than 100 years of collective experience in the managed care (healthcare) industry. We specialize in managing independent groups of physicians with both commercial and senior managed care (HMO) patients.

We are looking for a super star candidate as our part-time, on site **Marketing Coordinator**, responsible for the coordination and support of all marketing plans for clients of Physicians DataTrust.

Principal Duties and Responsibilities (* = essential functions):

- Support marketing plan for all IPAs as needed*
- Assist with marketing activities (direct mail production, brochures/fliers, patient and physician communication, events, etc.) as needed to support our IPAs*
- Create and publish engaging social media content (including writing, photos and videos)*
- Create and manage promotions and Facebook ad campaigns includes; writing ad copy that drives conversations, optimizing and scaling campaigns.*
- Provide social media reports to IPA managers that include ad spend, CPA and ROAs data as well as creative direction for IPAs
- Managing website updates and maintenance to ensure content is up-to-date*
- Review and provide website analytics and create reports on KPIs
- Assist in communications and information exchanges with our marketing partners, i.e. hospitals, health plans, brokers and physicians.
- Conduct inquiry/research phone calls to vendors and external organizations
- Prepare presentations and reports as needed
- Other duties as assigned.

Job Specifications (KSAs):

- Expert and excited about all things social media, full understanding of community building and creation
- Bilingual in English and Spanish
- Computer literate in Microsoft products including Word, Excel, and PowerPoint.
- Experience in Adobe (Illustrator, InDesign, Photoshop & Canva)
- Experience in Wordpress
- 2-4 years of experience with social media
- Creative, self motivated and detail/results oriented
- Ability to manage multiple projects at once
- Resourceful and able to work independently identifying opportunities for organizational growth
- Excellent interpersonal skills and professional demeanor with clear and concise written and verbal communication
- Knowledgeable of and able to maintain confidentiality in relation to HIPAA requirements



Our leadership operates within the highest level of integrity and respect, empowering staff with a strong support system. We are offering a solid opportunity with a growing company including full benefits, paid holidays and a competitive compensation within a progressive, friendly work environment.

If you consider yourself a qualified, stellar candidate driven to demonstrate your initiative and reliability, please submit your resume with "**Marketing Coordinator**" as the subject line to Jobs@PDTrust.com.

Thank you for your interest in joining our team; we look forward to hearing from you!

~Equal Opportunity Employer~