

Marketing and Public Relations Manager

The Marketing and Public Relations Manager's primary role is the creation and execution of a comprehensive external communications plan to maintain the desired image of the practice in the public eye. This position demonstrates good people skills and strong interpersonal communication skills, which are paramount to success. A strong network of media contacts, exceptional persuasive writing skills, and the ability to create professional brand consistency are critical.



Responsibilities

- Develop and distribute all marketing, advertising, and public relations materials, including website, social media and traditional media content.
- Produce and distribute practice newsletters to patients and employees.
- Serve as the last point of contact with practice deliverables before they are published/distributed ensuring all formatting, aesthetics, and content are in line with practice standards.
- Proactively generate ways to advance the practice's brand through traditional media publications, digital media, speaking opportunities, conference participation, and other forms of marketing and advertising.
- Actively promote practice news and initiatives, including through press release distribution, blog posts, social media, newsletters, advertising, etc.
- Maintain editorial calendar to ensure recognition of key awareness dates and milestones.
- Represent practice at trade shows and community events.
- Manage procurement of branded products and collateral for event giveaways and new employee orientation packets.
- Ghost write articles and develop patient- and public-facing content on behalf of practice/key shareholders.
- Assist team in the preparation of internal and external presentations, such as staff meetings, community lectures, and new business pitches.
- Maintain select patient-facing materials for brand consistency and in line with community partners such as Tallahassee Memorial HealthCare.
- Manage community reviews of practice (i.e. Google reviews).
- Develop branded materials and collateral as needed, such as PowerPoint templates, RFQs, flyers and other supporting materials.
- Maintain brand consistency through facility signage; develop digital signage and coordinate procurement and installation of physical signage as needed.
- Partner with IT to update phone script messaging as needed.
- Perform other duties as directed by the CEO and shareholders.

Education & Experience

Required: a Bachelor's degree in a related field, as well as experience in marketing, advertising, or public relations. Experience in the health care industry is preferred.

Skill Requirements

- Strong verbal and written communication skills.
- Ability to think creatively and independently.
- Excellent computer skills, including Microsoft Office.
- Ability to work with minimal supervision.
- Ability to handle sensitive and confidential information while conducting themselves in a professional manner.
- Ability to prioritize workflow and coordinate multiple tasks and competing priorities in a fast-paced environment to meet established deadlines.
- Strong organizational skills and attention to detail necessary to prioritize multiple initiatives and projects.
- Working knowledge of design software necessary for the job function (Adobe InDesign, Canva, etc.).
- Excellent project management skills, including successful leadership of projects from planning phase through completion.
- Resourceful and proactive self-starter with excellent problem solving skills.

Benefits Offered

- Paid time off
- Health, dental, vision, disability and life insurance
- Healthcare spending or reimbursement accounts, such as HSAs or FSAs
- Retirement benefits or accounts
- Employee discounts
- Holidays

Work Schedule and Conditions

Normal work hours will be Monday through Friday from 8am to 5pm. The majority of work hours will be spent on-site in a professional office environment. Weekend and evening hours will be required at times.

How to Apply

Email resume to: resume@nflwc.com

