

Marketing Specialist

Are you ready to change the world and be a part of something bigger than yourself? Our clinical research company and specialty medical practice has grown to the size that we need a full-time Marketing Specialist. This is an entry-level position with a growing company, and success will lead to a place on the executive team and possible C-level position. The ideal candidate will have a Bachelor's degree, and preferably Master's degree, with a concentration in marketing. No medical experience is required; fluency in Klingon and a passion to serve others is a requirement. OK, kidding about the Klingon, but it is a plus. We are dead serious about the passion to serve others. This position will have lots of hands-on transaction entry as well as strategic and leadership responsibilities. We are, however, a small business, and like any of our team members, you may be called on to perform other job functions as absolutely necessary.

Duties will include:

Management

1. Maintain all online, broadcast, and print marketing content and materials
2. Manage outsourced content development and production as appropriate
3. Manage social media presence
4. Manage corporate website
5. Manage initial and ongoing e-mail and text campaigns using InfusionSoft
6. Coordinate marketing efforts with pharmaceutical companies
7. Coordinate video production with third-party videographer
8. Coordinate about six (6) public events each year, such as trade shows, educational seminars, and patient appreciation banquets.
9. Coordinate contacts with media companies
10. Maintain relationships with patients and potential patients by organizing and developing events, programs, and digital & email campaigns.

Technical

1. Script writing
2. Internal video creation and editing
3. Internal photography and editing
4. Website updates and social media posting

Reporting

1. Issue timely and complete monthly reports to Executive Team (including marketing budgets)
2. Recommend benchmarks against which to measure the performance and effectiveness of marketing efforts

Respond to: info@LucasResearch.org