

Marketing Coordinator

Job Description: *This position will be responsible for acting as liaison between Trinity Physical Therapy and the West Alabama community, area Healthcare providers, media, patients and their families. Position will promote the services and programs of Trinity Physical Therapy to advance growth of the company.*

Requirements:

- Develop and maintain relationships between Trinity PT and area Physician practices, as well as the West Alabama community at large.
- Must have ability to plan and develop advertising campaigns; organize marketing events, produce promotional materials, and report plans and progress to management team.
- Must be able to work with local media to promote Trinity Physical Therapy and its services.
- Must be creative, professional, enthusiastic, and able to work independently.
- Must be able learn and understand clinic operations, front office operations such as scheduling, billing, medical records, internal marketing, and basic concepts of Physical Therapy.

Education/Experience:

- Bachelor's degree in marketing, advertising, or related field and 1-2 years of experience in the field is preferred
- Must be proficient in applicable software programs such as Adobe Photoshop, Illustrator, In Design, etc.

Reports to:

Marketing coordinator will report to Clinic Director.