

TOWER IMAGING MEDICAL GROUP

POSITION TITLE: MARKETING ASSOCIATE- Santa Monica Location

POSITION SUMMARY:

The Marketing Associate is responsible for the development of marketing strategies and implementation of programs to expand the departments referral base, increase business, and enhance its competitive strength in the local service area as well as surrounding vicinities. In addition he/she will be responsible for handling and maintaining from inception to completion, all outpatient specialty imaging referrals for Tower St. John's Imaging in Santa Monica, CA.

PRIMARY RESPONSIBILITIES:

1. Proactively market new and existing Imaging services to referring physicians and medical groups.
2. Analyzes/monitors the existing quality of services, consumer expectations and needs, and changes in referral patterns and responds appropriately.
3. Works with physicians and management to identify consumer demand in various service areas, and develop ways to address those demands left unmet by competitors.
4. Establishes and tracks successes and failures of short and long term goals of marketing programs for the outpatient imaging facility.
5. Develops and implements strategies for the promotion and expansion of Imaging Services for specific target groups (including physician's offices, institutions, and businesses where applicable.)
6. Assesses patient outcomes and satisfaction at discharge, via Customer Satisfaction Surveys.
7. Participates in community and professional organizations which are consistent with the department's objectives.
8. Organizes and coordinates social activities for marketing purposes.

GENERAL RESPONSIBILITIES:

1. Attend bi-monthly meetings and/or training seminars as needed.
2. Demonstrates initiative, personal awareness, professionalism, integrity and exercises confidentiality in all areas of performance.
3. Practices good communication skills; must comprehend and initiate written and verbal instructions accurately.
4. Report to work regularly as scheduled; be consistently punctual with regard to working hours, lunch schedules, and maintain satisfactory personal attendance.
5. Cooperate and function harmoniously with all levels of management, fellow employees, patients, clients, vendors, and other business contacts. Assist others when needed and function effectively as part of a team.
6. Be willing, able, and adaptable to learning new methods and systems.
7. Complete job responsibilities in a quality and timely manner.
8. Comply with all rules of conduct and safety, follow directions and accept and respect authority.
9. Maintain a positive and enthusiastic attitude about the job and the Company's visions and goals.
10. Understand, apply and comply with all company policies and procedures.
11. Project a professional image by meeting professional dress standards.

PUBLIC RELATIONS:

Promote positive public relations with patients, physicians, vendors and clients both in person and on the telephone.

SPECIALIZED SKILLS, KNOWLEDGE, EXPERIENCE AND EDUCATIONAL

REQUIREMENTS:

Marketing Associate must have and use good customer service skills, strong public relations skills, time management capabilities, clerical, written and verbal communication skills. Must be detail oriented, highly organized, and able to interact effectively with patients, doctors, vendors, peers, staff and management. Must have computer experience. Medical, Marketing, and Imaging experience is essential. Baccalaureate Degree or equivalent education and experience in a marketing customer service setting is required.

PHYSICAL REQUIREMENTS:

Frequent walking, sitting, occasional bending. Occasional lifting of materials up to 50 pounds, ability to drive and have use of personal vehicle.

EQUIPMENT/MACHINERY USED:

Telephone, computer, copy machine, fax, rolodex, file cabinets, office supplies, personal vehicle.

REPORTS PREPARED BY MARKETING ASSOCIATE:

Daily marketing log sheets will be provided and are required to be filled out completely each day. The date, physician or group visited, contact person, outcome, comments and copy of the business card for each site/location visited, must be stapled to each sheet with the appropriate entries. These original log sheets and business cards are to be submitted to the Executive Manager, each Monday, prior to the close of business for the prior week’s marketing activities. Copies are to be maintained by the Director of Marketing for preparation of the monthly report as noted below.

Responsible for monthly marketing reports to be turned in on the 15th of the month. Reports are to be written based on guidelines provided under document entitled, “Monthly Marketing Report Outline,” which has been reviewed and approved by Dr. Gerald Roth, CEO. Computer generated reports to be forwarded via e-mail to the Executive Manager and Medical Director. The Director of Marketing will be held responsible for keeping copies of all reports which are to be made available on request.

I have read and fully understand the responsibilities of the position.

Employee Signature

Date