



Performance Job Description

Job Title: Marketing / Communications Manager

Reports To: President and General Manager

FLSA Status: Exempt

Summary: Responsible for planning, developing, and implementing a comprehensive and innovative advertising and communication aimed at increasing the awareness and usage of physical therapy and health and fitness services by various user groups, both internal and external to the organization; and for consulting regularly with respective staff to understand programs and services and to determine the most effective marketing strategy.

Duties and Responsibilities include the following. Other duties may be assigned.

1. Coordinates all advertising for Performance Therapies and for Performance Health and Fitness including design, creation, timing, and placement.
2. Assumes the role as the in-house graphic designer using publishing and image creation software, designs and creates all printed pieces including, but not limited to, brochures, flyers, advertisements, posters, banners, promotional items and newsletters.
3. Initiates contracts, as appropriate, with outside vendors, designers, and printers; develops specifications and solicits bids; composes and proofs copy, and schedules and monitors production and delivery.
4. Manages social media accounts for Performance Therapies and for Performance Health and Fitness, including the management of any external social media agencies.
5. Creates press releases, website and social media copy, and e-blasts.
6. Evaluates opportunities and creates submissions, as appropriate, for new and existing free and paid advertising opportunities including calendar entries, publications, web site links, or listings.
7. Produces digital photography, photo archives, and digital image processing for print and web use; including event documentation, publication photography and public relations images.
8. Develops advertising campaigns for existing and new initiatives.
9. Plans, designs, and implements effective and innovative email campaigns (including e-flyers) to notify existing and prospective patients/members of upcoming events.
10. Evaluates and implements new media tools, where appropriate, such as digital video, listservs, television advertising, online social networking communities, podcasting and blogs.
11. Prepares graphics for web use including logos, photographs, and interactive PDFs using image editing software.
12. Utilizes Adobe Create Suite, WordPress and social media platforms; exhibits a working knowledge of Google Analytics, Google AdWords and Search Engine Optimization.

13. Maintains a historical record of marketing collateral, publications, and public relations articles.
14. Contributes to the creation of an annual marketing plan, year-end recap, sponsorship/donation reports, etc.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Language Ability:

Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

Math Ability:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability:

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills:

To perform this job successfully, an individual should have knowledge of word processing software, spreadsheet software, accounting software, design software, internet software, and database software.

Education/Experience:

Bachelor's degree (B.A./B.S.) from four-year college or university; and two to four years related experience and/or training; or equivalent combination of education and experience.

Specialized Training:

- Bachelor's degree or an equivalent combination of education and experience
- At least three years of Marketing / Communications experience, especially in the medical or health and fitness industries

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.