Organization: Pampered Smiles Dental Day Spa (Facebook)

Job Title: Marketing Assistant

Site Supervisor: C.W. Edmondson, DDS

Job Description: Excellent leadership opportunity for a motivated student who can offer support for Pampered Smiles Dental Day Spa in Grantsville, MD (Garrett County). Marketing assistants support the work of marketing on projects directed at maximizing company profits, improving corporate image, increasing community awareness, and developing sales strategies or marketing campaigns. 1) Provide an explanation of how you match the following qualifications; 2) your schedule of commitments (including other jobs, group involvement, or sports activities); and 3) an updated resume.

- Generate concepts and ideas for upcoming marketing campaigns as well as coordinating execution.
- Compiling and distributing financial and statistical information such as budget spreadsheets
- Writing reports, company brochures and similar documents
- Organizing and hosting presentations
- Assisting with promotional activities
- Providing Door to Door information to potential customers
- Distributing flyers on parked vehicles
- Updates job knowledge by participating in educational opportunities.
- Manage all external marketing to increase patient awareness and community relationships (going to local business and offices to market the practice)
- Maintain activity reports of patient referrals, patient attendance, overall office production, office specials etc.
- Monitor and respond to patient feedback to strengthen relationships and improve services (telephone calls, Facebook messaging, email)
- Provide administrative support for the office
- Coordinate production and distribution of all marketing materials (e.g. corporate communications materials, presentations, press releases, mailers, brochures, flyers, videos)
- Excellent interpersonal skills (ability to engage in friendly conversation with unfamiliar people)

Qualifications:

- Experienced with basic administrative tasks like filing, making copies, preparing mailings, completing basic reports, making appointments, and coordinating schedules
- Proficient with Word, Excel, Adobe, and Pages experience helpful.
• Proficient in electronic communications and social media (e.g. Facebook) to send emails and update online statuses regularly


Tasks:

• Develop a mutual referral system with local medical providers (Mountain Laurel Medical Group and Dr. Robin Bissell)

• Knock on doors informing residents of our services, dental insurance participation, income based sliding fee schedule, and convenient evening hours of operation

• Distribute to flyers to parked vehicles, students, and passer-bys at shopping centers and community events

• Design brochures with menu of services and Power Point presentation for reception room

• Coordinate website and direct mail pieces’ completion

• Develop plan for promotional videos to be created and set up production project (e.g. CGI)

• Assist with organizing recruiting events

• Create promotional content for a variety of social media platforms, including the company’s Facebook

• Develop and work within marketing budget

Hours to be worked per week: 8-10

Person to contact concerning position: C.W. Edmondson, DDS, cwedmondson@hotmail.com or 301-895-5780

Office location: Pampered Smiles Dental Day Spa, 170 Miller St, Grantsville, MD 21536