

**SOUTH TEXAS RURAL HEALTH SERVICES, INC.
JOB DESCRIPTION**

JOB TITLE : Marketing Specialist
FLSA STATUS : EXEMPT
JOB CONTROL : Chief Operations Officer
JOB SUMMARY : Responsible for executing effective marketing strategies, assisting with campaign development, analyzing the effectiveness of each campaign and developing our lead generation programs.

DUTIES AND RESPONSIBILITIES:

- Develop, implement, and track marketing programs such as email, website, social media, or digital campaigns, and events
- Work closely with the Chief Operations Officer on program development and implementation.
- Create and execute **lead generation programs** (*the process of attracting and converting strangers and prospects into someone who has indicated interest in your company's product or service*).
- Conduct market research and analyze trends to identify new marketing opportunities.
- Ensure creative marketing materials undergo regular review and adhere to brand guidelines.
- Develop and communicate marketing plans, campaign results and project recommendations to COO and CEO.
- Write, proofread, and edit creative and technical content across different mediums
- Work with external agencies and vendors to execute marketing programs
- Anything deemed necessary by COO and CEO

Knowledge, Skills and Abilities

Skills

Required

- Strong customer service focus
- Teamwork orientation
- Effective verbal and written communication skills
- Organized and able to manage competing priorities

- Resourcefulness in problem solving
- Able to take and follow through with delegated tasks and accountability, and able to accept supervision and direction
- Strong interpersonal skills
- Strong computer skills
- Strong verbal and written communication skills.
- Ability to take initiative and exercise independent judgment, decision-making and problem-solving expertise.
- Ability to understand and apply guidelines, policies and procedures.
- Skilled in writing and editing content with an attention to detail
- Strong prioritization, organization, and project management skills
- Ability to travel as necessary

Preferred

- Knowledge of medical terminology and appropriate abbreviations
- Knowledge of protocols in general and an ability to quickly gain specific knowledge of STRHS, Inc. specific protocols

Credentials and Experience

Required

- Bachelor's Degree in Business Administration, Marketing, Advertising or related discipline.

Preferred

- 2-5 years of experience in marketing
- Strong knowledge of various marketing and analytics tools such as Marketo, Google Analytics, web designing or word press software and content management systems
- Excellent analytical skills and a knack for data analysis

Employee Signature: _____ Date: _____