

We are seeking the following to complement the team in our Florence office:

Marketing Coordinator

Our marketing will include: local networking at events, radio ads, direct mail postcards, timed offers through postcards and flyers to various segments of the community with a strong "call to action", ads in local print, ads in regional print, participation in community events, letters to health professionals, letters to business professionals, community service activities, press releases, etc.

Previous small business experience and local marketing contacts required

Independent Contractor position; hours by project, probably averagely less than 10 hours/week, or perhaps 20 hours per month; we tend to work in spurts now, but that could be evened out with good planning; we currently have an experienced graphic designer, and have a copywriter newly on board, as well as a marketing coach. Much of this can be handled by email/phone, but some office time and driving around will be needed. Salary based on experience and performance.

We need someone who can:

- create and implement marketing ideas for small business, with an emphasis on low-cost/high-yield projects on a limited budget
- take ideas from doctor, marketing manuals, and other people that we work with and organize them into a 12 month marketing calendar which is updated weekly
- negotiate and coordinate our radio contract, print ads, etc.
- scout out and participate in local marketing opportunities, including public speaking for the doctor, tables at community events, sponsorships with marketing potentials
- take charge of intraoffice mailings to patients from our computer database: we have staff who can print it, and who can stuff envelopes, but someone needs to oversee it all and make sure things get out on schedule
- help create, modify and work with Excel and Word spreadsheets to create and maintain other databases for marketing and be able to print letters and mailing labels from the databases so that other team can stuff/stamp OR email the databases to our mailing house for distribution
- track costs per project and calculate Return On Investment on each project; present monthly and periodic reports to the doctor on marketing costs and effectiveness

Call 413-586-9363 and make an appointment to apply in person to Dr. Keller. Business office hours are Monday - Thursday, 9am to 4pm. Bring cover letter, professional resume, and list of references.

**Strong & Healthy Smiles by Dr. Sue Keller
40 Main Street, Suite 204, Florence, MA 01062**

"What sunshine is to flowers, smiles are to humanity. " -- Joseph Addison