

Open Position

Title: Marketing & Business Development Specialist **Supervises:** N/A
Reports to: Director of Clinical Operations **FLSA Status:** Non-Exempt

Who We Are:

Skagit Radiology Inc. P.S. is dedicated to providing patients and physicians with advanced, sub-specialized expertise and the highest levels of excellence in radiological services. Our staff incorporates the latest technology in medical imaging and image-guided therapy into cost-effective clinical practice. We actively maintain a leadership role in providing these services to the medical community and collaborate with other health care providers to continuously improve patient care. Our shared values include mutual respect, teamwork, superior service, professionalism and confidentiality.

Job Summary:

The Marketing & Business Development Specialist is responsible for creating business strategies to facilitate organization growth and expansion of existing business, while identifying and helping to develop strategic relationships with business partners, referring providers and staff, and potential customers. Additionally, this position will oversee all advertising, events and public relations for the organization.

Principal Duties & Responsibilities:

- Clear understanding of the organization's mission, vision, and foundation.
- Design, implement, and facilitate annual marketing and business development plan outlining specific account targets, tactics, geographies, and account importance within the region, in order to achieve organizational goals and increase market share.
- Help develop a fluid plan and make site visits based on day-to-day priorities to identify referral opportunities and service issues.
- Oversee organization's electronic marketing efforts including supervision of web sites, social media, and print advertising, including design and maintenance.
- Develop marketing collateral to promote services and equipment, including flyers, brochures and medical reference guides.
- Maintain a market database for leads, tracking, proposals, presentations, and other information about prospective and existing referral sources.
- Represent and promote the organization at various community and/or business meetings.
- Participate in management meetings and team projects.
- Assist Clinical Support Manager with internal customer service training and feedback.
- Assist Director of Clinical Operations and other support personnel with service recovery issues and collaborate on solutions as directed.
- Maintain marketing department supplies.
- Other duties as assigned.

Required Education, Training & Experience:

- Bachelor's degree in business, marketing, or a related field strongly preferred.
- 2+ years business development or sales experience strongly preferred.
- 2+ years marketing experience preferred.
- Knowledge in design software such as Adobe Creative Suite (InDesign, Illustrator, Photoshop).
- Experience in social media marketing.
- Experience in web design.

- Knowledge of radiology terminology preferred.
- Experience in the medical and healthcare industry a plus.

Required Knowledge, Skills & Abilities:

- Ability to communicate technical information to non-technical audiences.
- Ability to maintain a high level of professionalism at all times.
- Excellent written and verbal communication skills.
- Excellent presentation skills.
- Excellent interpersonal skills consistent with an entrepreneurial, small-company, team environment.
- Ability to handle confidential information in a professional manner.
- Ability to problem solve and multi-task.
- Ability to take initiative in planning processes.
- Ability to facilitate groups and meetings.
- Ability to manage assignments with minimal supervision.
- Ability to work well under pressure.
- Regular and punctual attendance required.
- Ability to work overtime or varying hours to meet needs of client base.
- Ability to travel to various clinic locations locally, and to Alaska.

Physical Demands and Work Environment:

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.
- The employee is regularly required to talk and hear.
- The employee is frequently required to use hands to finger, handle, or feel and reach with hands and arms, as well as lift up to 15 lbs.
- Employee may occasionally be required to hold meetings or work in the hospital facility, where noise and temperature can vary from the office environment.
- Most work is accomplished indoors and in air conditioned or well ventilated facilities within an office or cubicle space, equipped with a telephone and computer.

If this sounds like you, please submit your résumé and a cover letter explaining why you are interested in this position via email to careers@skagitradiology.com.

The position is open until filled. No phone calls please.