

Position Title: Marketing Director
Employee Status: Exempt
Reports To: Beth Baker

Job Summary:

In charge of developing the sleep/TMJ dentistry business and community marketing for the dental practice.

Essential Duties:

- 12 new patients per month from community and business marketing
- 2 custom, social media posts per week
- 15 new participants per month in the Smiles Savings Plan
- Develop physician referrals for the Sleep Apnea/TMJ practice.
- Create marketing ventures for the Sleep Apnea/TMJ practice.
- Drives participation on the Dental Savings Plan.
- Presentation of Smile Savings Plan to all current patients without insurance.
- Target marketing to current patients who are small business owners
- Network with 55+ communities and senior centers
- Offer Smile Savings Plan as alternative to Medicare Dental Supplement
- Partner with concierge physicians
- Identifies opportunities for community networking and back lighting.
- Attend all local business networking opportunities
- Chamber of Commerce
- Kiwanis, Rotary, etc.
- Identify, develop and coordinate partnerships with local non-profits
- 2 "big" campaigns per year
- Promote as part of efforts to generate new patient referrals
- Meet and network with self-employed folks, gig workers, etc.
- Network with new movers, real estate agents, local events, small businesses, etc. to drive foot traffic into the practice.
- Coordinate community events as the farmers market, health fairs, etc.
- Coordinate dental health screenings at local companies
- Quarterback the New Patient Referral contests
- Coordinate PR efforts, including relationships with local newspapers.
- Responds to reviews on Google, Facebook and other review sites.
- Post custom Facebook post weekly, Facebook networking and Facebook Live casts
- GMB Questions and Answers and GMB posts



- Twitter links to content post
- NextDoor App post and networking

Knowledge/Skills/Abilities:

- Knowledge of marketing and dental sleep medicine.

Education / Experience:

- 3 years of marketing experience
- Additional or different duties may be assigned occasionally at employer's discretion

