

Fulk Chiropractic Assistant Marketing Director

Position Responsibilities

To grow the clinic's patient base through relationship-building, event planning, lectures, and directly through marketing communications.

Duties and responsibilities include, but are not limited to:

1. Perform spinal screenings at various venues and events developing relationships with prospects and scheduling new patients.
2. Recruit, hire and train new direct marketing staff.
3. Network at local chamber functions.
4. Supervise and set the schedule for direct marketing associates and discuss events with doctors to ensure that all hours at events are covered.
5. Provide a single point of contact for logistics (including set-up and tear-down) at all marketing events.

Employment Standards

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| Education: | College degree preferred. Concentration in Marketing, Business, or Communications preferred but not required. |
| Required Skills: | Good communication skills, Assertive and innovative – able to work without supervision; Need good knowledge of Microsoft Office and Windows-based computer applications. |
| Hours: | During probationary training period – 1 st 90 days, the hours will vary – including many weekend hours. After 90 days, will be responsible for setting own schedule. |
| Starting Salary: | \$28,000-\$30,000 salary per year + Mileage Compensation |

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