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| **Position: Marketing Coordinator** | **Reports to: Head of Marketing**  |
| **Classification: Exempt** | **Department: Marketing** |
| **Direct Reports: None** | **Location: The Villages, FL** |

**Company Overview**

Aviv is the world leader treating age-related cognitive and physical decline. Using cutting edge techniques with proprietary protocols, Aviv Clinics has redefined the aging process. Clients undergo comprehensive medical assessments including physiological and neuropsychological disciplines and are subsequently treated using tested unique hyperbaric medicine protocols. Teammates will have the opportunity to bring this treatment to clients in the United States for the first time in partnership with world-class researchers and physicians.

Teammates hired at this first location will help to shape the future of the company in the U.S. and will be involved in creating and honing best practices, as well as eventually training teammates for future worldwide locations.  This is an opportunity to be among the first teammates in a startup with research-backed medical science.

**Job Summary:**

The Marketing Coordinator supports Aviv's marketing efforts and business development by bringing expertise in marketing communications to build brand awareness and positioning through various platforms offline and online, including social media, events, website, e-newsletter, press releases, promotional items, video, and print media. The person in this role will also bring an understanding of the latest digital tools and trends, seeking to continually improve the way Aviv markets locally, as well as the quality of work produced. The main role includes executing the communication plan that was developed and helping with planning, writing, producing, and distributing a variety of communication deliverables. Additionally, this role will be responsible for helping ensure messaging is effective, integrated, and aligned across the organization, calibrating as needed to suit purpose, audience, medium, and the Aviv brand. The Marketing Coordinator works in close alignment with internal teams, external vendors, and Global HQ within a highly rewarding organization.

**Essential Functions: \***

* Collaborates with a diverse set of teams and individuals across multiple functions, regions (globally), and various levels in the organization to help shape and deliver polished marketing collateral for the Aviv brand.
* Must be adept at building well-crafted aesthetic premium collateral pieces, including single documents, brochures, digital media content, and executive presentations.
* Manages the digital arena with digital vendors including ideation, production, editing, and measurement of digital and social media activities.
* Handles project specifications and task assignments to guide the creative process, using master brand guidelines, design standards, and messaging; ensures the maintenance of brand integrity in collateral design, and applies effective marketing techniques and organizational brand standards.
* Manages execution of marketing projects from the beginning, through the approval stage to completion, and coordinates final products in collaboration with various vendors.
* Produces effective layouts from copy, sketches, and notes by applying knowledge of company products, customer needs, and local/global marketing objectives.
* Writes, edits and reviews project copy for presentations, advertisements, content and data, and other print media projects.
* Works collaboratively with the clinical and business development team to promote educational marketing seminars and social events.
* Reviews analytic reports to measure and improve the success of marketing initiatives.
* Consistently reviews and assesses internal marketing collateral and develops proposals for new or additional resources.
* Regular and punctual attendance is an essential function of this job role.
* Performs marketing duties/projects as assigned.

**Education:**

* A Bachelor’s degree or equivalent is required, preferably in Marketing, Communications, or other related fields.

**Experience:**

* A minimum of four (4) years of experience in communication and marketing Including production of communication materials in all channels of media
* Proven experience in managing communication and digital communication (e.g. social media, newsletter campaigns)
* Strong experience producing B2C campaigns and managing ongoing projects
* Strong expertise in the use of email marketing software
* Strong experience with social media marketing campaigns
* Experience working with InDesign, Photoshop and Illustrator a plus
* Some video editing experience a plus
* Experience working with WordPress and other web content management tools a plus
* Strong verbal and written communication skills.
* Attention to detail is highly desirable for reviewing proofs related to print and media marketing.
* Exceptional interpersonal skills needed with the ability to communicate with key stakeholders, and internal teams, and external clients.
* Capability in planning, coordinating, and prioritizing work in a fast-paced, dynamic environment is required.
* Project management software experience a plus.
* Reading, analyzing and interpreting data for measuring the effectiveness of marketing campaigns (ROI)

**Preferred experience:**

* Prior experience working in an advertising agency as an account manager.
* Prior experience working with senior leadership in a global context is a plus.

**Required Skills & Knowledge:**

* Good understanding of office management and marketing principles
* Demonstrable ability to multi-task and adhere to deadlines
* Well-organized with a customer-oriented approach
* Good knowledge of market research techniques and databases
* Technically savvy; excellent knowledge of MS Office Products (Word, Excel, PowerPoint, Outlook), and other online applications and platforms (CRM tools, Online analytics, Google Adwords, etc.)
* Exquisite communication and interpersonal skills.
* Promotes and maintains a positive personal and professional company image.
* Must be able to make sound judgment decisions.
* Must be able to work well both independently and collaboratively.

**Client Service Expectations:**

* Demonstrated ability to interact and be courteous with clients, team members, and vendors in a professional manner.
* Demonstrates quality work in all facets of job role responsibilities to effectively produce positive outcomes and satisfaction.
* Demonstrated ability to respond to client/team questions/inquiries/concerns promptly.
* Demonstrated ability to connect with clients (the older adult community a plus), team members, and vendors.

**EEO Statement**

We are an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, pregnancy, or protected veteran status and will not be discriminated against on the basis of disability.

**Working Environment/Conditions/Physical Demands:**

**LANGUAGE & COMMUNICATION SKILLS**: Ability to read and write English, analyze and interpret documents, such as marketing plans and sales analysis data reports. Ability to write routine correspondence and routine reports. Ability to effectively present information and respond to questions from prospective clients or employees of the organization and the general public.

**PHYSICAL DEMANDS**: The position requires normal visual acuity, sight, ability to speak clearly, manual dexterity, hearing, color perception, sense of smell, depth perception, and texture perception.

This position frequently moves around/about to access information needed to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to handle or hold objects, use a writing instrument, or use of a keyboard to record/type information, and use of a telephone to listen and speak.

The employee is occasionally required to sit, stoop, kneel, bend, and smell if conditions are unsanitary or biohazardous.

May lift and/or move up to 10 pounds or may be requested to lift and/or move up to 25 pounds occasionally. The physical demands here are representative of those 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.

**REASONING ABILITY**: Ability to apply common sense and understanding to carry out instructions furnished in written, oral, or diagram form.

Basic mathematical skills; adding, subtracting, and multiplying.

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the general public through multiple means of communication.

Physical capability to use and operate office related equipment, such as but not limited to, computer, calculator, copier, printer, scanner, and fax machine.

**WORK ENVIRONMENT**: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job; reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually low to medium.

**Aviv Clinic is an Equal Employment Opportunity Employer**

**We are a Drug-free & Smoke-Free workplace**