



## POSITION DESCRIPTION

### Customer Experience and Marketing Manager

**DEPARTMENT NAME:** HPRC Corporate Administration

**SUPERVISOR TITLE:** Chairman/Chief Executive Officer

#### POSITION GOAL

Establish our customer experience as a strategic differentiator in a fast-growing and competitive marketplace. Be instrumental in developing the positioning, messaging, and content that will improve HPRC's ranking and organic return in major search engines.

Work closely with the Chairman/Chief Executive Officer to improve and manage our overall brand presence, as well as work to optimize patient experience. In addition, this position has primary working relationships with the Corporate Team, Department Directors, and patients. Outside of HPRC, this position coordinates primarily with current and potential sources of referrals, representatives of companies providing goods and services to HPRC and who purchase goods and services from HPRC, and prominent members of the community.

#### POSITION RESPONSIBILITIES

- **Website**
  - Ensure websites are optimized for search engines
  - Ensure websites are functional on phones, tablets, laptop computers, and desktop computers
- **Online Content**
  - Create compelling, clear, concise content for distribution across social media, our website and in email.
    - Develop content in various formats including, but not limited to blogs, whitepapers, ebooks, and videos
    - Create and write content in a style to maximize SEO return
  - Monitor and respond to online ratings and review comments.
    - Authorize or delete comments on blogs or articles
    - Highlight and encourage positive comments
    - Follow up on responses
- **Search Engine Optimization (SEO)**
  - Improve the organic search results of HPRC's online presence and content
  - Create density of optimal keywords on websites and online content
  - Write effective call-to-action statements and landing pages
  - Keep abreast of changes in search engine algorithms and ensure websites maximize SEO return
  - Compile SEO performance reports
- **Email**
  - Craft email campaigns that are consistent with HPRC's marketing strategy and brand
  - Activate an email program designed to drive loyalty with existing patients and optimize their experience and interactions with HPRC.
  - Integrate other online presences and content including social media outlets with email campaigns
  - Follow up on responses
- **Social Media**
  - Create and maintain social media profiles on Twitter, Facebook, LinkedIn, and YouTube
  - Ensure that information is updated and refreshed on a regular basis
  - Integrate social media content with other web-based HPRC content and websites
  - Analyze analytics and metrics and create meaningful reports reflecting the effectiveness of HPRC's social media presence in contributing to its overall marketing strategy and brand

- **Metrics/Analytics**
  - Prepare reports that reflect the effectiveness of HPRC’s online presence in its totality and by its components, in driving business and contributing to the company’s marketing program and brand
  - Track visitors, leads generated, and conversions
  - Monitor HPRC’s online reputation
  - Solicit feedback from target audiences to evaluate and modify efforts
  - Work with our therapists and other members of the HPRC team to identify, fix and optimize the patient experience to make the practice a best-in-class, patient-centric operation.
- **Program Development**
  - Design programs to interact and follow up with patients after visits to see how we can improve.
  - Create and launch a program for physicians designed to keep HPRC top of mind and keep them in the know as to what is occurring with their patients.
- **Networking**
  - Consistently build new partnerships with physicians, hospitals and local health and wellness influences to make HPRC the region’s therapy provider of choice.

**PHYSICAL DEMANDS AND WORKING CONDITIONS**

**Essential function:** None

**Marginal functions:** Usual amount of sitting, standing, lifting, bending, stooping, squatting, and carrying normally found in an administrative environment.

**Environmental factors:** May be exposed to changes of temperature or humidity.

**SKILLS AND EXPERIENCE**

- At least two years’ experience in healthcare digital marketing and/or customer experience preferred.
- A passion to design customer experiences that create best-in-class organizations
- Excellent interpersonal, organization and communication skills
- Well-developed copy writing, metrics reporting and data analysis skills
- Strong project management skills, with provide ability to multitask and adhere to tight deadlines
- Ability to create and design context and marketing materials using programs such as Photoshop

**Education:** Bachelor’s Degree or above in Marketing, Communications, Public Relations or related field preferred. A combination of education, training and experience will be considered in lieu of degree.

**Special qualifications:** Inbound Marketing Certification preferred. Advanced experience Microsoft Office Professional Edition and Adobe Creative Suite preferred. Familiarity with medical terminology preferred.

**Assets controlled:** Supplies and equipment used in the performance of duties.

**Employees supervised:** None

**Career path:** Director, Customer Experience and Marketing