



**Reddy Medical Group**  
D/B/A **Reddy Urgent Care**

**REDDY MEDICAL GROUP**  
**MARKETING COORDINATOR JOB DESCRIPTION**

**Job Title:** Marketing Coordinator

**Supervisory Responsibility:** No

**Job Purpose:** Promote Reddy Medical Group by overseeing marketing initiatives including, but not limited to, outdoor advertising, commercial advertising, local networking, content creation, social media, and maintaining a positive online image for RMG.

**Job Description and Duties:**

- Manage Reddy Medical Group's online image.
- Respond to all online inquiries and reviews.
- Review Chamber newsletters and correspondence, daily, weekly, monthly - report in marketing meetings on important issues in each community - for example opening of new companies/businesses to contact.
- Create marketing pieces and assist with designing and implementing marketing campaigns.
- Decide which events to attend on our behalf and present these in marketing meetings weekly.
- Manage Reddy Medical Group's social media accounts.
- Prepare and organize all events hosted by Reddy Medical Group.
- Attend local health fairs, chamber of commerce events, and community affairs.
- Maintain positive business relationships with all Occupational Medicine accounts.
- Bring in new business/company accounts.
- Create yearly budget and marketing plan.
- Assist in addressing online and texted patient complaints.
- Oversee patient engagement and satisfaction survey participation.
- Fully Understands HIPAA Regulations and Application to Patient Privacy

**Qualifications**

- Bachelor's Degree in Marketing, Communication, or Public Relations
- 1-3 years of marketing experience.
- Ability to work independently and capable of taking initiative on specific projects
- Excellent research skills
- Strong written and verbal communication skills
- A positive and flexible attitude
- Proficiency in Microsoft Word, Excel and PowerPoint
- Knowledge of Wordpress sites is a plus