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# Carolina Eye Associates, P.A.

## Notice of Position Opening

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### ***Marketing Manager***

Center: Pinehurst  
Status: Full Time  
Reports To: Chief Executive Officer

#### **Job Summary:**

Responsible for directing marketing activities for Carolina Eye Associates center. Responsible for designing and implementing marketing campaigns for the purpose of assuring growth, product/service development, public awareness, communication between patient and center, quality control, and profitability.

#### **Job Responsibilities:**

1. Plan and implement Carolina Eye Associates' marketing activities to extend and increase use of the facilities. Develop long-term marketing objectives and plans campaigns and programs to meet such goals. Periodically reviews department performance in relation to establishing goals, implementing changes to effect improvement, or reacting to changes in the organization or industry.
2. Oversee website development, content, and Search Engine Optimization efforts. Reviews website reports and presents on success metrics.
3. Design and write social media content, brochures, posters, email newsletters and newspaper ads to publicize new and existing services.
4. Prepare presentations to the Board and Administrative groups to explain the marketing campaigns and success. Educate physicians and staff in marketing services. Develop awareness of the marketing activities of the center.
5. Develop and recommend an operating budget and marketing budget for each center. Ensures that the department operates within allocated funds. Prepare department reports and statistics for administrative purposes.
6. Works on promotional activities for cosmetic and aesthetic services in select locations.
7. Organize and plan annual events for CEA to build new relationships with referring doctors.
8. Other duties as requested.

#### **Public Relation Duties:**

Responsible for administering the public relation activities for Carolina Eye Associates centers.

1. Plans and conducts community relations programs designed to create and increase business and public awareness of our centers.
2. Represents the company during community projects and at public, social and business gatherings.
3. Plans and conducts public relations programs designed to create and maintain a favorable public image. Publicity efforts may include seminars, speeches, exhibits, films, and tours.
4. Prepares and distributes fact sheets, new releases, photos, scripts, videos to media representatives and other people who may be interested in learning about or publicizing our activities or message.
5. Develop rapport with the press. Contact the media when we have innovative programs, positive developments, employee promotions, personal achievements, or other goodwill information. Encourage open houses and tours to exhibit positive programs.
6. Coordinates community education activities including speaking engagements, public tours of facilities and representation at meetings and events of civic, fraternal, and social organizations.
7. Writes training manuals, technical reports, brochures and manuals for internal documentation, patient reference or publications.

#### **Education and Experience:**

Bachelor's degree in Marketing, Communications, or related field. Four years of marketing experience; two years in a health care setting preferred. Proficient in the following computer programs: Microsoft Suite (Publishing, PowerPoint, Excel, and Word); MailChimp or Constant Contact, Adobe Creative Suite or Canva.)

*Performance Requirements (Knowledge, Skills & Abilities)*

- Knowledge of marketing practices, health care promotions principles and market research.
- Skill and experience with social media: Facebook, Google Ads, LinkedIn and YouTube.
- Skills in developing marketing campaigns, brochures, and other promotional materials.
- Skill in conducting and evaluating marketing research and statistical computations to implement marketing strategies.
- Skill in computer programming to analyze market research data develops department operating procedures.
- Skill in establishing and maintaining effective working relationships with employees and the public.
- Ability to delegate responsibility and authority to staff.
- Strong communication skills, verbal and written.
- Ability to work flexible hours; travel and stay overnight if required.
- Ability to maintain confidential information.
- Ability to read, understand, and follow oral & written instruction.
- Ability to establish & maintain effective working relationships with employees, and doctors.
- Ability to maintain confidential information.
- Skill in developing and maintaining effective working relationships with medical and administrative staff, patients, and the public.
- Ability to relate with the public in a pleasant, professional, courteous, and positive manner.
- Ability to comply with CEA personnel manual, CEA compliance manual, CEA Redflag training & HIPAA plan.

*Typical Physical Demands:*

Requires sitting for long periods of time. Some standing, stooping, bending, or reaching required. May require lifting up to 30 pounds. Requires manual dexterity sufficient to operate a computer, calculator, and telephone. Requires a normal range of hearing and vision. Normal office environment. Occasional evening and weekend work.

*Carolina Eye Associates reserves the right to change or modify job duties & essential functions at any time. Note further that the above list of job duties and essential elements is an attempt to adequately describe this position but cannot be an exhaustive list.*