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PR & Marketing Coordinator for Specialists  
Job Description

Revised August 2020

Contents

[GENERAL DESCRIPTION 4](#_Toc52405794)

[Purpose 4](#_Toc52405795)

[Primary Objectives 4](#_Toc52405796)

[Required Skills 4](#_Toc52405797)

[Facilities and Equipment Required 4](#_Toc52405798)

[Supervisory Responsibilities 5](#_Toc52405799)

[Physical Demands 5](#_Toc52405800)

[Hours 5](#_Toc52405801)

[Metrics 5](#_Toc52405802)

[Primary Duties 6](#_Toc52405803)

[Patient Confidentiality 7](#_Toc52405804)

[SIGNATURE 8](#_Toc52405805)

*The following job description and job duties are intended as general information and guidelines only. They may or may not conform with all federal, state, and local laws, rules, and regulations or the frequent updates to such. They also may not conform or apply to the latest updates in dental procedures, equipment, use of equipment.*

*This job description is not a substitute for*

* *proper legal or other professional or regulatory advice*
* *knowledge of best equipment, equipment procedures, and handbooks*
* *technically proper practices of dentistry and patient care*
* *any other professional, equipment, or regulatory advice for specific procedures and/or situations, including compliance with all HIPPA, EPA, and OSHA laws and regulations*

*Before implementing anything in this job description, it is the sole responsibility of each practice, its owner(s), and its employees to consult with attorneys, applicable governing and regulatory boards, government agencies, and equipment manufacturers in order to obtain and ensure that they have a full understanding of all the laws, rules, and regulations governing their practice, as well as knowledge of the best equipment, equipment procedures, and dental procedures.*

*It is the responsibility of the practice owner to cross-check and verify the legality, permissibility, technical correctness, and applicability of all the following information, prior to implementation. All ePractice Manager job descriptions cover the essential basics of each job but cannot cover and fit the specific activities of every office, as each is unique. Therefore, you should use this job description as a template to edit, as needed* ***prior to implementation*** *to best fit your office.*

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# GENERAL DESCRIPTION

## Purpose

The purpose of the PR & marketing coordinator (PRMC) role is to produce a steady inflow of patients into the practice via successful PR, marketing, and promotional efforts.

## Primary Objectives

The PRMC’s primary objectives are to

* create a volume of new patients coming into the practice for initial services
* create a volume of doctors and their practices who regularly refer patients to your practice
* develop effective PR and marketing programs that create a productive referral base of GPs, other medical specialists, existing patients, and the general public

## Required Skills

The PRMC position requires the following skills:

* Strong verbal and written communication skills
* Superior interpersonal and customer service skills
* Ability to effectively work with other professionals and build relationships
* Some knowledge or experience with marketing
* Ability to study and learn quickly
* Ability to multitask
* Intermediate typing proficiency
* Intermediate proficiency with Microsoft Office Suite, office equipment, and general computer operation
* Knowledge of current marketing software and social media channels
* Ability to prioritize and work in an organized fashion
* Patience and composure
* Ability to be resourceful and proactive in solving issues that may arise

## Facilities and Equipment Required

It is recommended that the PRMC have access to

* a private office
* a computer with contact management software, email, telephone, etc.
* software needed to create marketing and advertising pieces such as brochures, surveys, Photoshop, etc.
* books or manuals on PR and marketing

## Supervisory Responsibilities

The PRMC holds no supervisory responsibilities.

## Physical Demands

The PRMC must be able to

* remain in a stationary position 50% of the time
* occasionally move around to access file cabinets, office machinery, etc.
* constantly operate a computer and other office products, such as a copy machine, printer, and telephone system
* operate a motor vehicle to travel to various referring offices
* frequently and accurately communicate with referring offices who have inquiries about their patients’ appointments, treatment plans, and billing

## Hours

This is a full-time, salaried position with a minimum of 40 hours per week in the office.

## Metrics

The PRMC monitors success by watching key performance indicators[[1]](#footnote-1) (KPIs):

* Number of new consultations scheduled
* Number of new referral sources
* Percent of active referral sources

An upward trend of these metrics on a graph would indicate that the PRMC is successfully meeting the objectives of the position and the needs of the practice. If these trends plateau or begin to decline, the PRMC would take action to determine the reason(s) for the decline and correct it/them.

## Primary Duties

The main responsibility of the PRMC is constant outreach to existing and potential referral sources and maintaining very good relations with them once established. However, the PRMC also completes the following key responsibilities:

* Reports directly to the doctor
* Watches referral patterns and trends and develops PR and marketing plans to increase referrals
* Observes declines or increases in KPIs and determines actions to take
* Meets new patient and referral source quotas as established by practice owner
* Establishes long-range marketing plans to lay out an entire series of potential referring practice or patient events well in advance

***Note****: The success and attendance of these types of events is directly proportional to the advanced and detailed planning for them.*

* Creates and maintains a marketing calendar for the practice that includes all upcoming potential patient events and every outreach activity the practice decides on, with the appropriate frequency detailed for adequate planning and monitoring
* Creates regular promotional events including
  + CE events
  + doctor-to-doctor lunch or dinner meetings
  + lunch or dinner learning sessions
  + office manager educational workshops
  + implant manufacturer events
* Organizes and generates speaking engagements for the doctor or appropriate practice staff to generate greater understanding of the practice’s services as well as heightened goodwill, PR, doctor reputation, and new patient inflow
* Schedules ways to stay coordinated and in direct communication with all sources for the practice’s events calendar
* Keeps referring doctors and offices updated on their patient(s)
* Always sends a thank-you note to the referring office and doctor
* Develops referrals from existing patients
* Conducts marketing meetings with the doctor to ensure marketing efforts are well-defined, agreed upon, budgeted, planned, executed, and evaluated to support the practice’s desired level of new patient inflow
* Visits potential referring doctors’ offices, country clubs, luxury living facilities, etc. to promote the practice and its services
* Stays in excellent communication (via email or phone) with referral sources that show an increase in referrals to the practice
* Completes regular personal visits the practice’s most productive and newly acquired referral offices and brings a small gift or some easy way for them to remember you (e.g., pens and calendars)
* Conducts ongoing surveys of patients and referral sources for feedback to understand primary needs and any changes in market trends
* Creates and provides informational and promotional materials to patients and other practices as potential referrals sources
* Meets with as many patients as possible who are completing treatment
* Collects and maintains current testimonials from patients and incorporates them into the practice’s promotional efforts
* Meets with the practice’s website management vendor to ensure that SEO is being completed, regularly updated, and that analytics are being properly tracked and utilized to keep SEO at peak performance
* Ensures the website is current, and that the design and content are updated according to market research and current practice marketing strategy
* Oversees and utilizes social and business networking media, such as Facebook, LinkedIn, etc.

## Patient Confidentiality[[2]](#footnote-2)

Maintaining patient confidentiality is a serious matter affecting patient trust, and it is regulated under federal law. For this reason, great care must be taken to ensure that patient information is not made available to any unauthorized persons.

The PRMC understands and enforces all related patient confidentiality rules and best practices.

# SIGNATURE

This job description has been authorized by the managing partner. The employee’s signature below constitutes their understanding of the requirements, essential functions, and duties of the positions. Job performance reviews will be conducted annually.

Employee Printed Name Date

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| --- | --- | --- |
|  |  |  |

Employee Signature

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1. Key Performance Indicator (KPI) – a measurable value used to monitor some crucial factor of business operations, for example, the dollar value of services delivered. [↑](#footnote-ref-1)
2. Please refer to the ePM **General Staff Job Description** for information on patient confidentiality and its importance. [↑](#footnote-ref-2)