



## **POSITION DESCRIPTION**

**TITLE:** Graphic Designer/Marketing Coordinator  
**COMPANY:** Research & Marketing Strategies, Inc. (RMS)  
**DATE:** March 13, 2019  
**REPORTS TO:** Vice President of Corporate Development

## **SUMMARY OF MAJOR RESPONSIBILITIES**

The Graphic Designer/Marketing Coordinator will oversee the creation and maintenance of all communication and marketing materials for RMS, maintaining the corporate brand standards and look. This individual will manage the storage, placement and promotion of RMS corporate communication and collateral materials. Additionally, this position will coach and support company staff in developing and distributing corporate marketing information, as needed, looking for new ways to promote and share the work that RMS does using a wide variety of resources. This individual will play an active role in the website, the analytic reports, social media content preparation.

## **SPECIFIC DUTIES AND RESPONSIBILITIES**

1. Responsible for strategic direction and execution of all internal and external communication.
2. Monitor and maintain corporate website with current content, including data, photography, video, visuals and SEO.
3. Write and submit press releases, articles, announcements and collateral material promoting RMS services.
4. Maintain current database of all sources to use for communication and PR distribution.
5. Develop brand guidelines and ensure consistent adherence for all corporate and marketing materials.
6. Collaborate with the analytics team to creatively display data graphically, into meaningful results for client reports.
7. Source and create social media content to ensure that RMS is positioned well in the marketplace with regard to building capability awareness and public relations.
8. Create and update collateral, case studies, reports, signage, ads and sales tools with input from Business Development, RMS Analytics, QualiSight, and Healthcare management team.
9. Interact with other departments to understand the key components of the business.
10. Develop and execute online strategies that include search engine optimization, keyword search, search engine marketing and social media.
11. Maintain client list with logos, staff bios and photos.
12. Serve as the primary liaison between RMS and printing/publishing vendors, ensuring that RMS produced work is proofed and accurate.
13. Create PowerPoint presentations, proposals and reports as needed.

14. Produce Newsletters for RMS corporate, RMS Healthcare, and contracted clients as needed.
15. Conduct appropriate market research on competitive services and firms, regularly to ensure that RMS collateral material is fresh, pertinent and following industry expected modalities.
16. Attend outside RMS business functions, representing the company in a professional, corporate manner.
17. Performs other duties as requested.

### **MINIMUM POSITION REQUIREMENTS**

- Bachelor's degree in communication or marketing (or related field)
- 2-3 year minimum working in a business environment
- Effective verbal and creative written communication skills
- Excellent working knowledge of Wordpress/HTML; Adobe Creative Cloud (Photoshop, InDesign, Illustrator, et al.); Microsoft Office (Word, Excel, PowerPoint and Publisher) software
- Sound understanding of marketing principles
- Timely and accurate completion of tasks
- Able to deliver creative and innovative thoughts
- Excellent writing skills; able to articulate research work for a wider audience
- Ability to work independently and follow through on own initiative is essential
- Ability to manage multiple priorities, with frequent time constraints required

### **PHYSICAL REQUIREMENTS**

Ambulatory	30%
Sedentary	70%
Computer Work	70%
Telephone Work	30%
Travel	minimal to moderate at this time

\*\*This position may require access to patient Protected Health Information (PHI) and may also involve access to electronic Protected Health Information (ePHI). Those in this position are required to comply with all final regulations including the Health Insurance portability and Accountability Act of 1996 (HIPAA). Intentional or inadvertent disclosure of PHI or ePHI violates federal law and can result in termination and/or fines. Additionally, employees in this position are required to notify the Privacy and/or Security Officer of any suspected incidents whereby RMS is not in full compliance with HIPAA. RMS will provide HIPAA training opportunities and venues for the employee to remain abreast of HIPAA requirements.

To apply, please submit a resume, salary history and cover letter to the following:

Jennifer Rafferty

Research & Marketing Strategies, Inc.

15 East Genesee Street, Suite 210

Baldwinsville, New York 13027

Or via e-mail to: [JenniferR@RMSresults.com](mailto:JenniferR@RMSresults.com)