



## **POSITION DESCRIPTION**

<b>TITLE:</b>	Marketing Coordinator / Graphic Designer
<b>COMPANY:</b>	Research & Marketing Strategies, Inc. (RMS)
<b>LOCATION:</b>	Baldwinsville, NY 13027
<b>STATUS:</b>	Full-Time
<b>DATE:</b>	November 2, 2022
<b>REPORTS TO:</b>	Vice President of Corporate Development

If you are interested in joining a great company, consider becoming a part of the RMS family.

RMS is passionate about market research, and we are seeking a marketing coordinator/graphic designer to help us creatively and professionally communicate our work to a wide variety of industries, such as healthcare, education, manufacturing, financial, energy, and more.

## **SUMMARY OF MAJOR RESPONSIBILITIES**

The Marketing Coordinator /Graphic Designer will oversee the creation and maintenance of all communication and marketing materials for RMS, maintaining the corporate brand standards, image and promotion. This individual will manage the placement and promotion of RMS corporate communication and collateral materials. Additionally, this position will identify new ways to promote and share the work that RMS does using a wide variety of resources. This individual will play an active role for the website, market research reports and social media graphic design needs.

## **SPECIFIC DUTIES AND RESPONSIBILITIES**

1. Responsible for direction and execution of all internal and external communication.
2. Monitor and maintain corporate website with current content, including data, photography, video, visuals and the use of search engine optimization.
3. Write and submit press releases, articles, announcements, blogs and collateral material promoting RMS services.
4. Design and edit graphics for print, email and web as needed.
5. Maintain current database of all sources to use for communication and press release distribution.

6. Manage brand guidelines and ensure consistent adherences for all corporate and marketing materials.
7. Collaborate with the analytics team to creatively display data graphically, into meaningful results for client reports.
8. Assist in helping to identify ways to find participants for our market research projects.
9. Source and create social media content to ensure that RMS is positioned well in the marketplace for building awareness and public relations.
10. Create and update collateral, case studies, reports, signage, ads and sales tools with input from Business Development, RMS Analytics, QualiSight, and Healthcare management team.
11. Interact with other departments to understand the key components of the business.
12. Develop and execute online strategies that include search engine optimization, keyword search, search engine marketing and social media. Provide assessment reports.
13. Maintain client list with logos, staff bios and photos.
14. Serve as the primary liaison between RMS and printing/publishing vendors, ensuring that RMS produced work is proofed and accurate.
15. Create PowerPoint presentations, proposals, email campaigns and reports as needed.
16. Conduct appropriate market research on competitive services to ensure that RMS collateral material is fresh, pertinent and following industry expected modalities.
17. Attend outside RMS business functions, representing the company in a professional, corporate manner.
18. Performs other duties as requested.

### **MINIMUM POSITION REQUIREMENTS**

- Bachelor's degree in communication or marketing (or related field)
- At least 2 years minimum experience working in a business environment
- Effective verbal and creative written communication skills, with attention to detail
- Excellent working knowledge of Adobe Photoshop, InDesign and Illustrator; Microsoft Office (Word, Excel, PowerPoint and Publisher), Outlook software
- Sound understanding of marketing principles
- Excellent writing skills with an emphasis on writing for the web and social media
- Timely and accurate completion of tasks
- Ability to prioritize multiple projects simultaneously

- Able to deliver creative and innovative thoughts and designs
- Ability to work independently and follow through on own initiative is essential

\*\*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 Officer of any suspected incidents whereby RMS is not in full compliance with HIPAA. RMS will provide HIPAA training opportunities for the employee to remain current of HIPAA requirements.

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

Karina Tennant

Research & Marketing Strategies, Inc.

15 East Genesee Street, Suite 210

Baldwinsville, New York 13027

[Info@RMSresults.com](mailto:Info@RMSresults.com)