



## **POSITION DESCRIPTION**

<b>TITLE:</b>	Marketing Communications Coordinator
<b>COMPANY:</b>	Research & Marketing Strategies, Inc. (RMS)
<b>DATE:</b>	April 8, 2025
<b>LOCATION:</b>	Baldwinsville, NY
<b>REPORTS TO:</b>	Vice President of Corporate Development
<b>SALARY RANGE:</b>	\$50,000 – \$55,000

RMS is passionate about market research, and we are seeking a marketing communications coordinator to help us professionally communicate our capabilities to a wide variety of industries as well as creatively meet client materials, prospecting campaigns, and social media needs. We work in areas including healthcare, education, manufacturing, financial, and energy. This is a very fast-paced position working with all corporate departments. Being able to manage several projects on a timely basis is vital. This position is eligible for a hybrid work model.

## **SUMMARY OF MAJOR RESPONSIBILITIES**

The Marketing Communications Coordinator 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 capability 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 design and updating of the company's website, market research reports, client collateral and social media graphic design needs, particularly those promoting B2B marketing such as LinkedIn.

## **SPECIFIC DUTIES AND RESPONSIBILITIES**

1. Responsible for direction, design, editing and execution of all internal and external communication.
2. Monitor, update, and maintain corporate website and blog 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. Maintain the current database of all sources and lists to use for communication and press release distribution.

5. Manage brand guidelines and ensure consistent adherences for all corporate and marketing materials.
6. Collaborate with the analytics team to creatively display data graphically (infographic), into meaningful results for client reports.
7. Assist in helping to identify ways to find participants for our market research projects (IE – focus groups, surveys, interviews, mystery shopping).
8. Source, create and measure effectiveness of social media content, particularly B2B targeted efforts, to ensure that RMS is positioned well in the marketplace building awareness and positive public relations.
9. Create and update collateral, case studies, reports, signage, ads and sales tools with input from Business Development, RMS Analytics, QualiSight, and the Healthcare management team.
10. Interact with other internal corporate departments to understand the key components of the business.
11. Develop and execute online strategies that include SEO, keyword search, search engine marketing and social media, providing assessment reports.
12. Serve as the primary liaison between RMS and printing/publishing vendors, ensuring that RMS produced work is proofed, accurate and provided within deadlines.
13. Create PowerPoint presentations, proposals, email campaigns and reports as needed.
14. Attend outside RMS business functions, representing the company in a professional, corporate manner.
15. Perform other duties as requested.

### **MINIMUM POSITION REQUIREMENTS**

- Bachelor’s degree in communication or marketing (or related field) preferred but not required.
- At least 2-year 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.
- Proven experience with working in social media platforms such as Linked-In.
- Understanding of website design, including security metrics and principles.
- 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:

Doug Sweet

Research & Marketing Strategies, Inc.

15 East Genesee Street, Suite 210

Baldwinsville, New York 13027

Or via e-mail to: [Info@rmsresults.com](mailto:Info@rmsresults.com)

#### An Ideal Candidate:

- Is detail-oriented with the ability to prioritize tasks.
- Has an eye for good composition and layout that will achieve the marketing goals of the piece.
- Is a problem solver who knows how to navigate obstacles and find new paths to success.
- Works well independently and but is enthusiastic about working with all other departments.
- Comfortable working from an existing design or from scratch, utilizing our pre-established brand guidelines and templates.
- Is excited to try new things and elevate the RMS brand.
- Highly organized.
- Has demonstrated strong writing and communication skills.
- Is willing to jump in and help with tasks outside the outlined scope of work.