



Seeking Marketing Agency Account/ Project Manager

JOB DESCRIPTION

Are you looking for a job that keeps you on your toes and engaged? We have a unique position that is ideal for someone with a strong marketing background and healthcare industry experience. The candidate for this position will primarily serve as our inside account manager for a regional healthcare client. As an Impressions' employee you will be an integral team member, handling project details to include:

- Strategic planning, with particular focus on outpatient practices and clinical services lines
- On-site media relations coordination with local news outlets, writers, and contributing providers
- Developing and maintaining the client's annual marketing budget
- Vendor coordination and media buying for local region
- Coordinating community engagement activities & other experiential marketing events
- Social media content development and posting
- On-site and remote coordination with local sports marketing management to fulfill ongoing sponsorships

It is the Account / Project Administrator's responsibility to work with the Creative Director to implement plans and goals and carry them to fruition. You can also enjoy time with our adorable office pup and premium quality coffee with your teammates while discussing projects.

IDEAL CANDIDATE MANAGER DESCRIPTION:

- You're **highly professional**- from your appearance & demeanor to your ability to maintain confidentiality.
- You're a **highly organized & efficient manager** who thrives on improving processes, working ahead of deadlines, building relationships with clients, and ensuring that established priorities and goals are met while maintaining all project management systems.
- You're **creative** and nimbly move from crafting copy, content & social media posts to developing strategic marketing plans and effective campaigns.
- You're a **great communicator**, in all ways.
- You're **fiercely loyal** and dedicated to the success of the company, the happiness of the client, and the effectiveness of the team.
- You approach work and life with an **'all-in' and 'can do' attitude**. You'll do what it takes to meet deadlines and ensure high quality standards are met each and every time.
- You're **fun** to work with, with a great sense of humor (not optional), a taste for strong coffee (optional), and a passion for all things marketing & advertising.

MINIMUM QUALIFICATIONS

- Bachelor's degree in Communications, Marketing or a related field; equivalent experience accepted
- 5 years of relevant experience in strategic marketing/communications role required, including leading creative campaign development, budget preparation and oversight, timeline coordination, resource assessment/ allocation, use of market research and assessment tools/resources, client management and strategic planning
- Preference given to candidates with healthcare industry experience and certifications for Google Advertising, Automated Marketing Platforms (Hubspot, Act-on, etc.), and Social Media.

COMPENSATION

This is a salaried position with benefits.