



**POSITION: MARKETING & BUSINESS DEVELOPMENT COORDINATOR**

**SECTOR:** Health Care

**AGENCY:** REVIVE, [www.revivepublicrelations.com](http://www.revivepublicrelations.com)

**LOCATION:** Nashville, TN

**YEARS EXPERIENCE:** 1-3 years minimum experience

**REPORTS TO:** Marketing & Business Development Manager

**TO APPLY:** email resume to Deb Kaufman, Recruiter, at [deborah@healthcare-recruiting.com](mailto:deborah@healthcare-recruiting.com)

**THE POSITION**

We have an immediate opportunity for a Marketing & Business Development Coordinator who will be charged with supporting the Marketing and Business Development Manager on consultative selling, lead generation, and related marketing activities that will result in attracting new client engagements to the agency. The Agency focus is in the health services sector and includes major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, health care I.T., health & wellness companies, industry associations, and employers. We are seeking a Marketing and Business Development Coordinator who has a passion for working in a fast-paced and dynamic environment, who seeks to contribute to the growth of the firm through working with the team that is responsible for direct sales, design, social media and marketing efforts.

**THE RESPONSIBILITIES**

Specific responsibilities include:

Business Development (60%)

- Responsible for supporting and working with the Marketing & Business Development Manager in implementing planning and implementation of new business development activities to secure new clients for the agency
- Assist in developing and implementing proactive new business development outreach activities as needed by the Marketing & Business Development Manager (e.g., web research, new business pitch letters and emails, cold calls, direct marketing,)
- Research speaking, networking and events opportunities for Agency Executives
- Strong project management skills, responsible for drafting business development results progress reports on a regular schedule (weekly/monthly/quarterly/annually).
- Research, develop and maintain accurate new business lists.
- Assist Agency Executives (SVPs, NPLs, CAO and President) in scheduling initial conference calls with potential new business leads and in RPF responses

Marketing (40%)

- Assist in updating/editing collateral to market the agency (e.g., case studies, press releases, presentation/agency capabilities decks and other marketing tools).
- Update/edit Revive's website content, social media channels, direct marketing and advertising.
- Update & maintain Revive's domain list, renewing as necessary.
- Execute social media/digital marketing tactics (website, social media, and email) in concert with Marketing & Business Development Manager and Agency Executives according to annual marketing plan.
- Assist in the creation of, and customization for, new business presentations; design

- experience preferred
- Participate in appropriate networking events, conferences and webinars;
- Support ad hoc marketing efforts related to sales as appropriate.

## **THE ESSENTIALS**

### **Education:**

Bachelor's degree required

### **Experience:**

- 1-3 years minimum experience in a marketing, biz dev/consultative sales environment, and/or PR agency setting required.
- Healthcare industry experience strongly preferred.
- Strong oral communication/phone skills.
- Strong writing/editing skills; design skills preferred
- Experienced in the development of social media/digital marketing (including web site, social media, and direct email channels and related tactics) – comfortable with tools associated with campaign implementation.

### **The Qualities and Attributes You Need to Succeed:**

- A drive to win and a focus on results.
- A love of PR, issues management, and marketing.
- An “addiction” to quality thinking and performance, and commitment to personal mastery.
- An attitude of team abundance and a sense of humor.
- A genuine care for others and a habit of being truthful even when it hurts.
- Personality and leadership style consistent with Revive’s culture and values.

## **THE FIRM**

### **About Revive**

Revive is a national public relations firm specializing in Health Services and Healthy Living. The firm has developed a strong reputation for its work in crisis communications, mergers and acquisitions, payor contracting disputes, union issues, and reputation management issues of all stripes. Named “New Agency of the Year” in 2010 by *The Holmes Report*, Revive is among the 15

largest health care PR firms in the country. Revive's clients include major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, health care I.T., and health & wellness companies. With 17 professionals on staff, Revive has offices in Santa Barbara, California, and Nashville, Tennessee. To learn more, visit [www.revivepublicrelations.com](http://www.revivepublicrelations.com).