

Marketing Coordinator

Overview

SCALE Healthcare is seeking to hire a creative, driven, and dynamic Marketing Coordinator to join our corporate marketing team. The Marketing Coordinator will support the Senior Vice President of Marketing and Communications to carry out PR and marketing campaigns on behalf of SCALE corporate and its subsidiaries. Through this position, we seek to build awareness, increase engagement, and generate leads across the SCALE family of brands. Additionally, this position will support internal communications efforts and help to coordinate events.

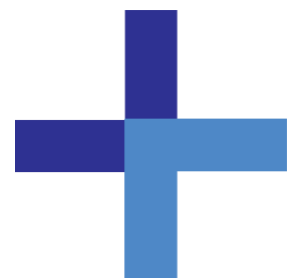
This is an entry-level position at an exciting, fast-paced company with significant growth opportunity. Previous healthcare experience is not required. This is a fully remote position.

Primary Responsibilities

- Maintain library of sales and marketing collateral for all SCALE entities
- Help coordinate SCALE's annual event and any smaller events throughout the year, including securing venue, speakers, and sponsors, and conducting outreach / promotion
- Research and maintain a list of speaking opportunities and event sponsorships for SCALE, assist with writing and submitting speaker applications, coordinate participation
- Maintain corporate and subsidiary websites using WordPress
- Maintain the integrity of data in our CRM, HubSpot
- Help coordinate SCALE's media outreach and work towards securing an award for SCALE
- Act as a corporate liaison across the SCALE family of brands
 - Assist with developing marketing materials
 - Create and manage email marketing campaigns and social media posts
 - Help maintain content calendar with Content Manager
 - Maintain consistency in messaging and brand across entities
- Monitor and analyze campaign results, track KPIs
- Manage relationships with third party vendors
- Work with senior corporate leadership on various tasks as they arise

Qualifications

- Bachelor's degree
- Strong organizational skills and attention to detail
- Excellent written and verbal communication skills
- Working knowledge of Microsoft Office suite
- Prior knowledge of WordPress and/or HubSpot preferred, but not required
- Occasional travel may be required



How to Apply

Interested candidates should reach out to Susan Silhan at ssilhan@scale-healthcare.com with their resume and cover letter for further information.

About Us

SCALE was founded in 2019 with a vision to help healthcare management teams and providers build modernized healthcare delivery platforms that yield better results. We provide the entire suite of operational advisory and diligence services exclusively to healthcare service organizations. Since inception, SCALE has been engaged over 120 times across 22 states with on-the-ground presence in 10 states. SCALE's family of brands includes SCALE ASCs, SCALE Consulting, SCALE Due Diligence, SCALE Finance, SCALE Marketing, SCALE Market Research, SCALE RCM, and SCALE Talent Search.

