

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 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
 - o Create and manage email marketing campaigns and social media posts
 - o 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 required
- **Prior knowledge of HubSpot, WordPress, and Canva highly preferred**
- Strong organizational skills and attention to detail
- Excellent written and verbal communication skills
- Working experience of Microsoft Office suites (Outlook, Teams, Excel, PowerPoint)

About Us

SCALE is an entirely unique management consulting firm that offers a full range of multidisciplinary solutions exclusively to healthcare service organizations including provider platforms, pharma business services, diagnostic labs, hospital systems, and healthcare focused private equity groups. Our multidisciplinary team of experts bring an average of 25 years of senior healthcare management and operational discipline experience to our engagements, providing tailored solutions that help physician groups grow and thrive in today's marketplace.