

Clinical Resource Network, LLC



POSITION TITLE: Marketing Coordinator

REPORTS TO: Head of Marketing

Date: September 2011

SUMMARY

To provide day to day support services for the Marketing department and the Office of the CEO. This challenging opportunity will enable the right candidate to make significant contributions to the growth and success of the business. This position enables you to think out of the box and to solve problems based on your creativity and imagination.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assist in running day to day planning of, marketing campaigns, events, online inquiries, marketing operations for the website, marketing processes and operations collateral printing branding
- Provide support services to the Marketing staff/team
- Assist in weekly, monthly and quarterly data analysis, reporting and metrics
- Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form and ability to prioritize work
- Comply with Employee Handbook Policies
- Maintain weekly maintenance and updates to the CRN website
- Develop, execute and maintain and update CRN Marketing materials including; sell sheets, BD Tool Box, collateral material, booth/tradeshows, media, emails and dmail campaigns and presentations
- Identify, manage and coordinate CRN's yearly events/tradeshows schedule to include booking the shows as well as attending, working, prepping, training, scheduling and setting up and disassembling for each show
- Standard administrative duties e.g., photocopying, faxing, correspondence, etc.
- Maintain confidentiality of patient and proprietary information
- Comply with legal, regulatory, and safety requirements
- Accept other responsibilities and duties that may be assigned

QUALIFICATIONS

- Excellent communication skills (written and verbal)
- Well organized
- Able to multi-task



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- Deploys problem solving skills
- Attention to detail
- Proficient computer skills, including Outlook, Word, and Excel
- Adheres to timelines and due dates
- Takes initiative while following directives
- Willingness to travel

QUALIFICATIONS: Preferred

- Marketing experience in health care
- Comfortable and conversant with clinical trials terminology

EDUCATION AND/OR EXPERIENCE

- Bachelors Degree, preferably in Journalism
- Minimum 3-5 years relevant experience

When applying for this position, please submit a cover letter which includes your salary requirements and resume. Please send your information to careers@clinicalresource.net.