



Industrial Medical Associates, P.C.

□ 961 Canal St., Syracuse, NY 13210 (315) 478-1977 Fax (315) 475-2909

## **Marketing Specialist Position:**

### **Overview:**

Industrial Medical Associates, P.C. (IMA) is a well established Job Related Healthcare organization that has operated within the five county CNY regions for over 25 years. Currently, IMA sees over 32,000 employees representing some 2,300 clients in the area. The Marketing Specialist position is intended to support the on-going outreach to this client base to ensure continued/expanded usage of the clinic(s)/services offered. The successful candidate will have demonstrated performance of such activities as:

- Creation of support marketing material such as brochures, sales presentations etc.;
- Web site support/tracking to maintain the newly established site and drive usage and educational materials to the client base;
- Create/maintain quality relationships with existing referring physician practices;
- Make on-site presentations to present and prospective clients;
- With IMA staff to promote customer satisfaction and awareness of services provided;
- Add new clients to the base.

### **Background:**

The successful person shall have a Marketing/Sales degree with at least two (2) years of related experience, preferably in the health care field.