

Hair Clinic USA / JohnFrankMD.com - Marketing Coordinator

This is a fantastic opportunity for a results-driven and hands-on individual to join our team at Hair Clinic USA, a hair restoration medical practice led by Dr. John Frank, MD.

This role is remote with company offices in Columbus, Ohio and New York City, New York. You'll report directly to the business owner and be responsible for implementing marketing campaigns to generate leads, acquire new customers and retain existing customers.

As the Marketing Coordinator, you will be responsible for coordinating, planning and executing marketing campaigns across multiple media channels. The leads you generate will be distributed among the sales team.

You will establish a collaborative working relationship with the business owner who will work with you on strategic and big picture goals.

Your job will be to take the strategic guidance and make it a reality with tactical implementation and execution. The ability to organize, plan and structure your workload in an autonomous fashion will be absolutely key to your success in this role. We neither have the time nor the inclination to micromanage you. You'll have a lot of freedom in this role but also a lot of responsibility.

You will also oversee day to day operations and be the main contact for patient relations. This is a small but important portion of the role. In this area, we want you to master the role and develop smart solutions to streamline operations.

The non-negotiables of this role are:

- **Copywriting.** You must have a strong vocabulary, a passion for writing and have experience managing a robust content calendar. You'll be crafting direct marketing campaigns across email, direct mail, web, text and social media. Your written skills need to be excellent and we will expect to see samples of your previous work.
- **Digital Efficiency Engineer.** You don't need to be a technical expert but you must be able to quickly learn how to use new automation, digital marketing tools and technologies. While we don't expect you to know all of the tools we use, we do expect you to embrace them, pick up the concepts and discover gaps in the manual system that require automating. Your daily tools of the trade will be CRM systems, content management systems, email marketing etc.
- **Leadership potential.** Initially, you'll be our only in-house marketing person but as you hit goals, we fully expect this role to morph into a marketing team leader role where you will manage a team of marketing assistants.

- **Project management.** Ideally, you've had experience in project management. A large part of this role is creating and adhering to deadlines, drafting budgets, and moving simultaneous projects forward to completion.
- **Being teachable and coachable.** There will be a LOT of learning on the job as we do marketing very differently. There is no place here for know-it-alls. We hire based primarily on attitude.
- **Being a self-starter.** Goals will be clearly defined from the outset. Often, it will be your job to determine what needs to happen, when and how. The attitude of continually starting things on your own is very important.
- **Creativity.** You are creative and are always dreaming up new ideas. You have the ability to find creative solutions to business problems or tasks.

Perks of the job:

- This is a 100% remote position.
- This role starts at 20 hour per week with the potential for full time after an initial 1-3 month period.
- Flexible work hours. You'll have the ability to create your own schedule.
- Gain management and marketing experience

How to Apply:

Send your CV to Jennifer Jones at jennifer@successwise.com along with approximately 400 words on why Hair Clinic USA and what interests you in this role. To be considered, apply by **Friday, May 15.**