



POSITION: Marketing & Business Development Coordinator (MBDC)

SECTOR: Health Services

AGENCY: Revive, www.revivepr.com

LOCATION: Nashville, TN

YEARS EXPERIENCE: 1-3 years minimum experience

REPORTS TO: Marketing & Business Development Manager

THE POSITION

The Marketing & Business Development Coordinator (MBDC) supports the Marketing and Business Development Manager on consultative selling, lead generation, and related marketing activities that will result in attracting new client engagements to the agency. The Agency focus is in the health services sector and includes major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, health care I.T., health & wellness companies, industry associations, and employers. The MBDC has a passion for working in a fast-paced and dynamic environment, and seeks to contribute to the growth of the firm through working with the team that is responsible for direct sales, design, social media and marketing efforts.

THE RESPONSIBILITIES

Specific responsibilities include:

Business Development (60%)

- Responsible for supporting and working with the Marketing & Business Development Manager in the implementation of new business development activities to secure new clients for the agency
- Assist in developing and implementing proactive new business development outreach activities as needed by the Marketing & Business Development Manager (e.g., web research, new business pitch letters and emails, cold calls, direct marketing)
- Research speaking, networking and events opportunities for Agency Executives
- Strong project management skills, responsible for drafting business development results progress reports on a regular schedule (weekly/monthly/quarterly/annually)
- Research, develop and maintain accurate new business lists
- Assist Agency Executives (SVPs, NPLs, CAO and President) in scheduling initial conference calls with potential new business leads and in RPF responses

Marketing (40%)

- Assist in updating/editing collateral to market the agency (e.g., case studies, press releases, presentation/agency capabilities decks and other marketing tools)
- Update/edit Revive's website content, social media channels, direct marketing and advertising
- Update & maintain Revive's domain list, renewing as necessary
- Execute social media/digital marketing tactics (website, social media, and email) in concert with Marketing & Business Development Manager and Agency Executives according to annual marketing plan
- Assist in the creation of, and customization for, new business presentations; design experience preferred
- Participate in appropriate networking events, conferences and webinars
- Support ad hoc marketing efforts related to sales as appropriate.

THE ESSENTIALS

Education:

Bachelor's degree required

Experience:

- 1-3 years minimum experience in a marketing, business development/consultative sales environment, and/or PR agency setting required
- Health care industry experience strongly preferred
- Strong oral communication/phone skills
- Strong writing/editing skills; design skills preferred
- Experienced in the development of social media/digital marketing (including website, social media, and direct email channels and related tactics) – comfortable with tools associated with campaign implementation
- Passion for wellness and healthy lifestyle preferred

The Qualities and Attributes You Need to Succeed:

- A drive to win and a focus on results
- A love of PR and issues management
- An “addiction” to quality thinking and performance
- A commitment to personal mastery
- An attitude of team abundance and a sense of humor
- A genuine care for others
- A habit of being truthful even when it hurts

THE FIRM

Revive is a national public relations firm specializing in Health Services and Healthy Living. Named “New Agency of the Year” in 2010 by *The Holmes Report* and “Best Agency to Work For” in 2011, Revive is the 15th largest health care PR firm in the country. Revive's clients include major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, health care IT, and health & wellness companies. With 20 professionals on staff, Revive has offices in Santa Barbara, California and Nashville, Tennessee. To learn more, visit www.revivepr.com.