

Physician Liaison/Marketing Specialist

POSITION SUMMARY:

This position is responsible for driving revenue/referral growth by building and maintaining relationships with healthcare professionals and overseeing all marketing programs and community relations activities. This role is critical within the organization; therefore, the successful candidate must be a team player, have a positive attitude, energetic spirit, and possess excellent people and communication skills.

KEY RESPONSIBILITIES:

- * Primarily responsible for executing strategic business development/networking activities, such as cold calling, field marketing, exhibiting/attending conferences, and physician meetings to drive revenue & referrals of Tulsa ER & Hospital.
- * Manage relationships with existing referrals and patients to facilitate repeat business and develop new referral relationships with physicians and medical staff.
- * Define business development and marketing project plans for execution and measure efforts by documenting all interactions to ensure revenue growth via weekly reports.
- * Execute marketing plans, including social media branding, advertising, special events, SEO, media relations, community activities, etc.
- * Design creative marketing materials, such as newsletters, promotional materials, electronic media posts, signage, and press releases.
- * Manage company social media presence (i/e postings, responding to reviews, and connecting with the community.).
- * Ensure collaborative relationships exist between Tulsa ER & Hospital and referring physicians, nurses, referral coordinators, and practice administrators.

JOB REQUIREMENTS:

- * Bachelor's Degree in Business, Marketing, Communications, or similar required.
- * Progressive sales, marketing, and business development experience in the healthcare industry required.
- * Must possess a proven ability to communicate with and positively persuade others.
- * Experience with online marketing and social media.
- * Strong computer skills required (graphic design experience a plus).
- * Must be self-motivated, detail-oriented, and highly organized with strong analytical and problem-solving skills.
- * Ability to independently meet with physicians and employers to market services of Tulsa ER & Hospital.
- * Strong interpersonal, communication, and public speaking skills.