

Job Title: Marketing Communications Coordinator**Reports to: VP of Sales and Marketing**

At Core Solutions, we are improving the delivery of behavioral healthcare through better technology and a better EHR experience. If you are competitive, dream big, want to make a difference in the healthcare field and enjoy selling, then you will find this opportunity a good fit! Core is a fast-growing, cloud-based software company with a strong mission to change how behavioral healthcare uses technology to improve outcomes.

Opportunity:

Core Solution's commitment to Behavioral Health and supporting our increasing customer base is driving the growth of our company. As a result of this rapid trajectory, we are looking for an experienced and savvy Marketing Coordinator interested in participating in this tremendous opportunity to succeed and grow within our organization.

Position: Marketing Coordinator

The Core Solutions Marketing Coordinator reports directly to the VP of Sales and Marketing and will be the primary focal point for the coordination of all traditional and digital marketing strategies. Working directly with Core's external agency, the Marketing Coordinator will participate in all aspects of executing Core's traditional and digital marketing strategy.

Duties and responsibilities include

- Implements Account Based Marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars
- Coordinate efforts with external Agency around both traditional and digital marketing
- Prepares marketing reports by collecting, analyzing, and summarizing sales and marketing KPI
- Keeps promotional materials ready by coordinating requirements with graphics providers; inventorying stock; placing orders; verifying receipt
- Supports sales staff by providing sales data, market trends, account analyses, new product information
- Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases

- Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists
- Monitors budgets by comparing and analyzing actual results with plans and forecasts
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments
- Creates marketing presentations for stakeholders
- Work closely with technical team to qualify and complete RFPs
- Maintain accurate and up to date records in Salesforce.com

Requirements:

- Minimum 4-year college degree;
- Minimum of 5 years marketing experience, healthcare industry a very strong plus
- Salesforce.com knowledge or equivalent;
- Highly proficient in Word, Excel, PowerPoint

Core Solutions offers a competitive compensation package that includes base salary and bonus plan, as well as benefits, including:

- Medical, Dental and Vision Insurance
- Insurance and AD&D Policies
- Short/Long Term Disability
- 401(k) Plan with Employer Match
- Generous Paid Time Off (PTO)