

PUBLIC RELATIONS MANAGER

SUMMARY Plans, organizes and directs all promotions, marketing, public relations, advertising, community outreach and new business development for Radiology Associates of Ocala, Medical Imaging Center, Women's Imaging Center, TimberRidge Imaging Center and Center for Vascular Health. Develops annual Marketing Plan for the purpose of increasing awareness of services provided by Radiology Associates of Ocala, Medical Imaging Center, and TimberRidge Imaging Center.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Serves as liaison between the clinics/radiologists and referring physicians/staff.

Provides ongoing evaluation of marketing strategies and plans; recommends changes in marketing philosophy and policy when such changes serve the best interests of the organization.

Makes recommendations to the Executive Committee regarding funding for sponsorships, advertising, marketing and public relations activities.

Maintains referring physician lists, monitoring new physician arrivals, moves and departures. Ensures early contact with new physicians in the community. Develops an outreach program and designs procedures to evaluate its effect on referral patterns.

Tracks referral patterns. Proactively visits referring physicians when referral pattern changes are noted. Establishes effective follow-up including office visits, breakfasts, lunches, and after-hours presentations/receptions and other venues to promote the services available from the joint venture organizations (Medical Imaging Center and/or TimberRidge Imaging Center.) Maintains necessary records, reports and statistics.

Maintains responsibility for following Radiology Associates of Ocala, Medical Imaging Center, and TimberRidge Imaging Center's purchasing procedures regarding all associated purchases, including welcome packets for new physicians, remembrances, new offices and promotional items.

Conducts promotional mailings and flyer distribution to referring physician offices. Ensures that information distributed highlights the services and advantages of Radiology Associates of Ocala, Medical Imaging Center, and TimberRidge Imaging Center to guarantee optimal results.

Plans, coordinates and implements special events such as new clinic openings and recruitment gatherings. Serves as liaison between the community and Radiology Associates of Ocala. Ensures optimal exposure for Radiology Associates of Ocala, Medical Imaging Center, and TimberRidge Imaging Center.

Coordinates organizational participation in community fundraising events as approved by the Board of Directors. Evaluates community outreach and its effect on awareness versus referral pattern change.

Prepares presentations related to the marketing program to the Board of Directors or other administrative groups as required.

Plans and conducts public relations programs designed to create and maintain favorable public image for Radiology Associates of Ocala, Medical Imaging Center, and TimberRidge Imaging Center. Meets with civic groups, local industry representatives, governmental agencies and members of the community to promote good public relations for Radiology Associates of Ocala, Medical Imaging Center, and TimberRidge Imaging Center.

Develops news releases, audio-visual scripts and speeches, as well as prepares printed materials such as flyers, order forms and informational literature. Develops and places advertisements in local newspapers, magazines, and phone books as approved by the Board of Directors. Composes copy for brochures, physician outreach letters, Radiology Associates of Ocala's website, direct mailers, flyers, etc. for approval by the Associate Administrator and/or one or more of the radiologists. Proofread and have all marketing and advertising materials reviewed and approved by at least

one member of the Executive Team before final proof is submitted back to the agency or media source. Supply copy and design format to web site firm to be included on the Radiology Associates of Ocala, Medical Imaging Center, and TimberRidge Imaging Center web site.

Conducts media outreach as needed to highlight new and upcoming advancements developed by Radiology Associates of Ocala, Medical Imaging Center, and TimberRidge Imaging Center, as well as inform local media of local community and volunteer efforts.

Participates in professional development through attending seminars, conferences, etc. Attends local activities and maintains professional affiliations.

Serves as liaison between marketing agency and Radiology Associates of Ocala, Medical Imaging Center, and TimberRidge Imaging Center to ensure all projects are completed accurately and timely.

Composes press releases for notable events in the organization.

SUPERVISORY RESPONSIBILITIES

Exercises general supervision of marketing and new business development functions.

Oversees the Marketing staff, including work allocation, training, and problem resolution; evaluates performance and makes recommendations for personnel actions; motivates Marketing Assistant to achieve peak productivity and performance. Regularly review and follow-up to ensure all responsibilities given to the Marketing staff are carried through properly.

Directs Marketing staff when scheduling breakfasts and lunches, depending on marketing focus and referral patterns.

Reviews written materials developed by the Marketing staff to ensure appropriateness and accuracy of information.

Works with the Marketing staff in the field once a month to ensure all duties and responsibilities are accomplished. Ensures that all concerns directed to the Marketing staff are addressed and handled promptly and appropriately.

EDUCATION and/or EXPERIENCE

Bachelor degree in public relations or marketing. One year related experience. Supervisory Experience Required, Healthcare experience preferred.

OR

Associate degree in public relations or marketing. Three years related experience required. Supervisory Experience Required, Healthcare experience preferred.

OR

Equivalent combination of education and experience.

CERTIFICATES, LICENSES, REGISTRATIONS:

Valid State of Florida Drivers License.

Qualified individuals are encouraged to submit a resume and salary requirements to:

**Radiology Associates of Ocala
PO Box 6200 Ocala, FL 34478
Attn: Human Resources
Fax: 352-671-4343
E-mail jobs@raocala.com**

EEO/Drug Free and Smoke Free Workplace