



Associated Physicians, LLP

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Job Title: Assistant Marketing Coordinator

Location: Associated Physicians, LLP

Department: Marketing

Reports To: Marketing Director, CEO

Position Summary

We are seeking a highly organized and proactive Assistant Marketing Coordinator to join our marketing team at a growing medical practice. This role will provide essential support to the Marketing Director in executing a variety of marketing initiatives. The ideal candidate will be detail-oriented, highly organized, and capable of assisting in the creation of marketing materials, coordinating social media efforts, responding to patient inquiries, managing administrative tasks, and assisting with event logistics. This is a great opportunity to gain hands-on experience in marketing, with a particular focus on healthcare marketing and organization, and to support the production team in creating engaging content.

Key Responsibilities

Graphic Design Support: Assist with creating visual content for digital and print materials, including flyers, social media posts, brochures, and advertisements, ensuring consistency with brand guidelines and marketing objectives.

Email Management: Respond to patient inquiries through the practice's website, providing clear and timely information with a professional, empathetic tone.

Administrative Support: Provide organizational and administrative assistance to the Marketing Director, including managing schedules, organizing files, and maintaining documentation for campaigns.

Event Coordination Support: Assist in the planning, organizing, and execution of events, including patient engagement activities, promotional events, and conferences. Help manage event logistics and ensure all operational details are handled smoothly.

Social Media Coordination: Support social media initiatives by scheduling posts, posting blog content, engaging with followers, tracking analytics, and ensuring messaging consistency across platforms.

Production Assistance: Provide support in the production of marketing materials, including assisting with the creation of photos and videos. Help capture, organize, and prepare visual content for promotional use across digital platforms and print materials.

Reporting: Assist the Marketing Director in tracking and compiling reports on marketing metrics, such as social media engagement, event attendance, and email performance.

Qualifications

Education: Associate degree in Marketing, Communications, Graphic Design, or a related field, or equivalent work experience.

Experience: Minimum 2 years of experience in a marketing role with a focus on administrative support, graphic design, event coordination, or production assistance.

Skills:

- Proficiency in graphic design software (e.g., Adobe Creative Suite: Photoshop, Illustrator, InDesign, Canva, etc).
- Strong organizational skills with the ability to manage multiple tasks and deadlines in a fast-paced environment.
- Excellent written and verbal communication skills.
- Experience with social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) and social media management tools.
- Knowledge of marketing principles and an interest in the healthcare sector.
- Familiarity with video and photo editing software (e.g., Adobe Premiere, Final Cut Pro, Lightroom) is a plus.
- Comfortable in assisting with production tasks (photos/videos) but not responsible for leading or managing the production process.

Key Attributes

- Exceptionally organized and detail-oriented, with a knack for managing multiple projects and tasks at once.
- Creative with a strong understanding of design principles and branding.
- Strong problem-solving abilities and a proactive approach to managing tasks.
- Able to work well independently as well as part of a team.
- Professional demeanor with the ability to maintain confidentiality and professionalism, particularly in a healthcare environment.
- Adaptable and capable of handling a variety of responsibilities across marketing channels.

Work Environment

This is a parttime, hybrid position within a medical practice, with occasional off-site event responsibilities. You will gain hands-on experience in both production and marketing, providing significant opportunities for professional growth and exposure to healthcare marketing practices.