Position Title: **COORDINATOR FOR CLINIC MARKETING & OUTREACH**

Department: Academic Affairs

Reports To: Dean of Clinics

Classification/ FLSA Status: Level III (Non-Exempt, PT Hourly)

Primary Function: The Part-Time Coordinator for Clinic Marketing and Outreach supports Sherman College's community engagement initiatives by collaborating with the Marketing and Communications (MarCom) Department. This role assists in designing marketing materials to carry out outreach programs to connect with community members, increase public awareness, and build partnerships with stakeholders. Responsibilities include helping to organize events, delivering presentations, and developing communication materials that promote the college's mission and strategic priorities.

Key Responsibilities:

1. Assist in developing comprehensive outreach plans for the chiropractic center that align with the strategic plan.
2. Support identification of target audiences and tailor messages to effectively engage them.
3. Serve as a point of contact between the chiropractic center and the community.
4. Cultivate strong relationships with community members, local businesses, nonprofit organizations, and other stakeholders. Assist chiropractic center support personnel to maintain smooth operation of the chiropractic center.
5. Assist in planning, coordinating, and executing community events, workshops, and information sessions to raise awareness and encourage participation.
6. Contribute to the creation of flyers, brochures, newsletters, social media content, and other marketing materials to support outreach efforts and promote events.
7. Work closely with internal departments, such as marketing and communications, to align outreach activities with organizational goals.
8. Monitor outreach activities and community engagement metrics. Provide regular reports on outreach efforts and outcomes to Dean of Clinics.
9. Assist with volunteer coordination and support volunteers with outreach initiatives and community events.
10. Conduct basic research to support program development and outreach strategies.
11. Collaborate with the dean of clinics for chiropractic center projects
12. Work closely with Institutional Advancement and Marketing and Communications to coordinate community activities.

13. Lend enthusiastic support to college policies and to fellow co-workers, particularly in the presence of students and support personnel.
14. Participate in the annual Lyceum program.
15. Commitment to the mission of Sherman College of Chiropractic.
16. To assume any other duties that may be assigned by the Dean of Clinics

Basic Knowledge and Skills:

1. An understanding of the philosophy of chiropractic

2. Associate degree in communications, public relations, social work, or a related field.

3. Strong organizational and communication skills.

4. Ability to work independently or as part of a team.

5. Ability to follow instructions, take initiative and provide constructive feedback.

6. A desire to work in a service-oriented environment.

7. Ability to develop community partnerships.

8. Professional oral and written communication skills

9. Computer: MS Office Suite and social media platforms

10. Ability to prioritize and coordinate intra- and inter-departmental projects effectively and autonomously.

11. A commitment to and understanding of the importance of confidentiality.

Physical demands and work environment:

Physical Demands: While performing the duties of this job, the employee is occasionally required to sit; use hands to finger, handle or feel objects or controls; reach with hands and arms; talk and hear. Specific vision abilities required by the job include close vision, distance vision and the ability to adjust focus. Lifting maximum 25 lbs. may be required.

Work environment: While performing the duties of this job the employee works in a controlled work environment and the noise level in the work environment is usually minimal.

General sign-off: The employee is expected to adhere to all company policies and to act as a role model in the adherence to policies.

I have read and understand this explanation and job description:

_____ _____/_____/_____

Employee Signature Date