

## Digital Content Marketing Specialist Key Result Areas

### Mission Statement

To serve our community, moving them to excel in health, wellness, and life.

### Vision Statement

To be the premier rehabilitation, fitness, health, and wellness organization in the Willamette Valley.

### Values

1. Love
  - a. Serve and steward
  - b. Surprise and delight
  - c. Wash other people's feet
2. Growth
  - a. Personal excellence
    - i. Mind - intellectual and emotional
      - 1 Knowledge, understanding, self-worth
    - ii. Body - physical and financial
      - 1 Health
    - iii. Soul - spiritual and social
      - 1 Relationships characterized by love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control
3. Grace
  - a. We were first loved
  - b. We should not cast the first stone

## Digital Content Marketing Specialist

### Role Specific Tasks

**Communication:** *The team member communicates effectively in a way that is professional, respectful, articulate, and timely.*

- Warmly greets patients with a verbal salutation and a smile
- Always responds to "thank you" with "my pleasure"
- Takes clear and concise phone messages when necessary, including the call to action
- Responds to emails or messages within two working days or by the deadline indicated
- Has a signature block on all emails including the company logo, name, credentials, title, address, email, phone number, fax number, and hyperlinks to our website and Google and Facebook review forms
- Notifies the Supervisor of absence greater than an hour prior to the start of the workday
- Refers to therapists as "Doctor..." when on the phone or when in front of patients
- Speaks with love and respect to all patients and team members, promoting unity
- Does not gossip by sharing problems or gripes down or laterally with team members who have no control over the issues; rather, communicates these problems with leadership
- Communicates professionally with patients, referring providers, and insurance companies
- Maintains professionalism by conversing with team members about personal matters in an appropriate and quiet manner when patients are within ear shot
- Effectively communicates content requirements and deadlines to the "social media" marketing team

**Development:** *The team member manifests the vision of the practice by enthusiastically participating in the mission of the practice.*

- Strives to grow in all 6 Pillars of Health daily
- Shows initiative by asking for assistance when unsure of a procedure, the answer to a patient's question, etc.
- Contributes to orientation of new team members
- Participates in at least one community service project and/or marketing event per quarter, or when asked, creating visibility and/or contributing to the development of new referral sources
- Consistently conducts market research to ensure that Healing Motion's marketing strategies and digital content lead the industry

- Monitors and analyzes the performance of the "social media", "online and printed advertising", and "website, online presence, and reviews" marketing teams using KPIs and participates in strategic planning
- Develops and maintains a social media scheduling calendar
- Develops and maintains processes for organized content sharing and storage
- Develops annual "social media" marketing team goals

**Flexibility:** *The team member demonstrates a willingness and readiness to respond to the evolving needs of the practice.*

- Seeks to participate in the development and growth of the practice
- Helps to develop, accepts, and executes new policies and procedures
- Regularly adjusts schedule to accommodate the needs of the practice
- Regularly demonstrates ability to multi-task and prioritize appropriately
- Participates in meeting with Chief Executive Officer monthly, or more regularly as needed, to provide status updates and prioritize action items
- Coordinates and leads monthly "social media" marketing team meetings
- Collaborates with and assists the brand coordinator with printed advertising as necessary

**Productivity:** *The team member effectively contributes to the financial health of the practice.*

- Manages time well
- 50% of social media posts and Facebook ads are reels
- 50% of content is personable, versus boilerplate informational PT content
- Publishes social media post at least every weekday
- Publishes social media story at least 3x a week
- Social media followers increase by at least 10% each year
- Social media interactions increase by at least 10% each year
- Social media interactions are acknowledged (reply with a reaction or comment)
- Facebook ads are updated weekly, or more often as needed
- Google ads are updated quarterly, or more often as needed
- Marketing emails are sent out weekly, or more often as needed
- Monitors progress towards annual social media goals, recording metrics and making appropriate adjustments
- Facilitates the timely completion of social media content
- Updates website regularly to maintain current information regarding services, staff, etc.
- Updates website pictures annually, or more often as needed
- Creates and updates website videos (banner, patient satisfaction/testimonials, tours, recruitment, first visit, etc.) in accordance with annual strategic planning
- Maximizes SEO and ad spend

**Quality of Work:** *The team member achieves patient satisfaction and completes required tasks with excellence.*

- Net Promoter Score at or above 8
- Regularly asks patients about things they have shared regarding their personal lives
- Regularly compliments patients
- Ensures digital content follows company branding guidelines
- Takes photos and videos on-site with real team members and real patients in accordance with annual strategic planning
- Edits photo, video, and audio content to prepare for use
- Writes and edits digital content for grammar, spelling, punctuation, and style

**Work Habits:** *The team member is enthusiastically compliant with practice policies and procedures.*

- Integrates values of love, growth, and grace in all interactions
- Upholds to the highest ethical standards concerning handling money and protecting information regarding the financials of the business
- Follows HIPAA regulations
- Follows Fraud, Waste, and Abuse regulations
- Follows policies and procedures described in the employee handbook
- Maintains good attendance record
- Requests and records PTO in a timely manner
- Arrives to work 10-15min before scheduled
- Attends staff meetings
- Maintains organized desk space
- Cleans up after self
- Helps other team members with duties when able
- Contributes to clinic culture by participating in the day-to-day back-and-forth and clinic outings
- Seeks immediate resolution of discourse with fellow team member
- Takes direction and responds to feedback
- Maintains a clean and professional appearance