

## Imedex, LLC.

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Imedex LLC, provides a global, fully integrated and accredited platform for independent medical education is based in Alpharetta, Georgia (a suburb north of Atlanta). Imedex is an industry leader in providing worldwide multi-accredited continuing medical education (CME) services. A fully resourced medical department as well as in-house business development, project management, marketing, graphic and web-design services enable us to provide a full-range of high-quality services to our clients. Our customers consistently rate our programs as excellent in terms of scientific quality, execution, and educational value.

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### MARKETING COORDINATOR

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<b>PURPOSE:</b>	To assist in the development and implementation of the company's marketing strategy and planning. Maintain and enhance the Imedex name in the marketplace and help to generate attendance at Imedex programs.
<b>SUPERVISOR:</b>	Manager, Project Marketing
<b>PRIMARY QUALITIES:</b>	Self-motivated, strong communication and analytic skills, computer proficient, ability to handle multiple tasks, team player, and database management experience a plus.
<b>FLSA STATUS:</b>	Exempt
<b>JOB CODE:</b>	10E951

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### DUTIES AND RESPONSIBILITIES

1. Take primary responsibility for the development and execution of marketing campaigns for Imedex E-learning activities. Participate in the development of marketing strategy for e-learning and live activities, especially with regards to cross-promotion.
2. Report e-learning metrics monthly and analyze success of activities. Evaluate trends and correlations, and assist in ongoing analysis of inhouse database demographics with the purpose of comprehensive understanding of our clients.
3. Schedule and manage paid advertising within the defined conference budgets and corporate marketing strategy to ensure maximum exposure and effectiveness
4. Coordinate the development of on-site materials with an awareness of branding standards and cross-promotional objectives. Execute timely delivery of materials to Imedex events.
5. Assist in the preparation of grant proposals with audience recruitment strategies for e-learning activities.
6. Maintain in-house master mailing/contact databases
7. Maintain internal calendar of events and activities. Keep related industry journals and websites updated with Imedex events and activities.

### MISCELLANEOUS/IN-HOUSE DUTIES (5%)

1. Attend meetings, educational sessions, training sessions.
2. Participate in maintaining a positive work environment.

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### REQUIRED QUALIFICATIONS:

- Bachelor's Degree. Business, Marketing, Advertising, or Communications major a plus.
- Business to business marketing experience preferred but not required
- Database management experience or familiarity with list creation preferred, but not required.
- Working knowledge of Microsoft Office products, especially Excel
- Ability to work independently and as a member of a team
- Strong time management skills incorporating a variety of tasks and priority levels
- Self-motivated, quality-focused, organized, attention to detail
- Excellent written communication skills
- Ability to be professional and diplomatic in an international environment

Duties and responsibilities may be added, deleted or changed at any time at the discretion of management, formally or informally, either verbally or in writing.

**COMPENSATION:** Competitive compensation and benefits package includes: 5 Medical / Rx plans, 2 Dental plans, Vision Insurance, Company-Matched & 100% vested 401(k), ESPP, Scholarship Programs, Tuition and Professional Reimbursement Programs, Generous PTO Policy, 8 Paid Holidays, Company Bonus Program, Flexible Spending Accounts, Supplemental Life/AD&D and LTD, Personal Discount Insurance Plans for Homeowners, Auto and Long-Term Care, and these fully Company-Paid benefits: Life and AD&D, Short-Term and Long-Term Disabilities, Employee Assistance Plan, and Business Travel Accident.

To apply: <http://Imedex.com/about/careers.asp>

**Equal Opportunity Employer  
M/F/D/V**

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.