



# Mental Health Center of Florida

We Help You Be You. *Improved.*

## NOTICE OF JOB AVAILABILITY

**TITLE:** Marketing Manager

**DUTIES:** Responsible for website development ensuring that new services and products are uploaded to the site in a way that attracts clientele and that functions properly. Review website analytics to determine how best to present our services and products and what changes can be made to promote efficiency. Review the employer's website for search engine optimization so that our ideal customers can find us including other aspects such as pay per click marketing, social media and email marketing amongst other strategies to reach clientele. Create and improve current marketing and sales material for all divisions of the company. Responsible for marketing and account management of online advertising with Google, Amazon, Bing, and Yahoo. Review and manage conversion (i.e. when a customer actually takes action on the website) for the company and its affiliates. Create branding for new business development projects. Come up with ideas for outsourced graphic designers to design, digitize and create logos, advertisements, and other media. Coordinate, plan, and execute facility promotional events. Oversee fulfillment of internal promotional products. Coordinate, plan, and execute internal employee events and get-togethers. Train staff and new hires on how to best promote and represent the company. Create annual marketing budgets and plans B2B and B2C. Identify advantageous industry organizations to join and market to. Create partnerships with government or city initiatives. Manage third-party providers that the company contracts for specific marketing initiatives, campaigns, or assignments. Source better software tools and integrate with analytics by reviewing our current platforms and identifying optimal software tools to save time and best improve our marketing efforts. Travelling throughout the state of Florida by car to facilities that we work in statewide for new facility launches, marketing events, and in town townhall family days. Travel will be for 1 or 2 weeks per month on average leaving Monday and returning Friday. It will mostly be around the State of Florida to our other offices and occasionally by plane from Fort Lauderdale, FL airport.

**REQUIREMENTS:** Bachelor's degree in marketing advertising or business administration plus two years of experience in the job offered. In the alternative, we will accept an applicant with a high school diploma with four years of experience in the job offered.

**SALARY/OVERTIME:** \$77,500 per year

**HOURS:**  
**(Time Schedule/Days/Hours):** 40 hours per week, 9am to 5pm weekdays

**CONTACT PERSON:** Dr. Brian Deutsch, Manager

**DATE POSTED:** 4/1/20 **DATE REMOVED:**

**MHCFlorida.com**

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