



POSITION DESCRIPTION

GENERAL ACCOUNTABILITY

The Marketing Consultant's position will be responsible for promoting the VIDCOE's brand and services. Provide advise on how to create and implement marketing strategies. In addition, the Marketing Consultant will identify the VIDCOE's marketing goals, create various marketing materials and produce necessary marketing materials and monitor campaigns.

The Marketing Consultant will also be responsible for optimizing our marketing strategies, managing the marketing budget as well as preparing forecasts and increase brand awareness and profitability.

SPECIFIC ACCOUNTABILITIES

- Perform market research to identify new business opportunities.
- Understand the market needs of the Virgin Islands Diabetes Center of Excellence by analyzing its profile and daily activities.
- Analyze market trends and prepare forecasts.
- Develop and implement effective marketing strategies.
- Evaluate and optimize pricing strategies.
- Generate new patient leads.
- Plan all marketing activities as per the assigned budget.
- Prepare detailed proposal or report, marketing objectives, proposals, and plans as per requirements.
- Create and present reports on marketing operations and improvements completed.
- Monitor the progress of various marketing operations.
- Provide clients advice on marketing issues and branding.
- Build and maintain long term relationships with external vendors and stakeholders.
- Keep up to date with the latest industry trends, developments, and best practices.
- Increase brand awareness and market share.
- Promote the brand at industry-related events.
- Prepare and present quarterly and annual reports to senior management.
- Assist with developing and managing the marketing budget.

OTHER DUTIES

Generally, the Marketing Consultant is expected to make decisions and provide solutions to problems within authority delegated by management. Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required. Other duties, responsibilities and activities may be added or changed at any time with or without notice.

MINIMUM QUALIFICATIONS, KNOWLEDGE, SKILLS, AND ABILITIES

Qualifications:

- Bachelor's degree in Marketing, Communication, Business Administration, or a related field.
- Minimum of five (5) years of work experience as a Marketing Consultant, Marketing Assistant, Marketing Specialist, or a similar position in the Marketing field.
- Bilingual (English/Spanish) ability preferred.

Knowledge:

- Complete knowledge of marketing practices, trends, and developments.
- Knowledge of various marketing tools, Social Media Platforms, and Automation tools.
- Knowledge of various marketing software.
- Must be a highly motivated and creative individual.

Skills:

- Exceptional organizational and time management skills to meet established objectives of creating multiple nutrition plans, budgets, and schedules.
- Effective logic, reasoning, and critical thinking skills.
- Active listening skills.
- Good reading comprehension skills.
- Strong presentation and negotiation skills.
- Good coordination skills and the ability to adjust one's actions in relation to others' actions.
- Excellent interpersonal interactions.
- Excellent Customer Service skills.
- Excellent communications skills, both writing and orally, to individuals and groups.
- Strong analytical and problem-solving skills.
- Having an eye for detail.
- Strong computer skills to include Microsoft Office.

Abilities:

- Ability to identify new business leads.
- Ability to project a pleasant and professional image.

- Ability to demonstrate compassion and caring in dealing with others.
- Ability to prioritize and manage time effectively.
- Ability to work independently and collaboratively.
- Ability to work under pressure and manage strict deadlines.
- Good decision making and judgment capabilities.
- Ability to conduct in-depth research.
- Ability to identify and solve complex problems.

WORK ENVIRONMENT AND WORKING CONDITIONS

The typical functions are carried out in a normal medical office environment. The position is primarily non-physical with intermittent periods of sitting or standing. There is some daily lifting required i.e.: files, filing boxes, trays, computer reports etc. Work environment is fast-paced and requires the ability to work under pressure. Work areas are enclosed air-conditioned office. Requires the ability to sometimes work with some interruptions.