

## **Fulk Chiropractic Direct Marketing Associate**

### Position Responsibilities

To grow the clinic's patient base through sales and marketing communications.

Duties and responsibilities include, but are not limited to:

#### Primary Responsibilities

1. Perform spinal screenings at various venues and events developing relationships with prospects and scheduling new patients. Evening and weekend work required. Some setting up and tearing down of events is required. Must be able to lift at least 25 pounds.
2. Maintain and expand follow-up with all prospects – including prospects generated from previous events and screeners.

#### Secondary Responsibilities

1. Maintain a consistent presence at area Chamber of Commerce functions – representing the clinic and building relationships.
2. Develop new ideas for marketing as a result of relationships
3. Periodically visit surrounding businesses meeting owners and managers
4. Regularly attend lectures with doctors – providing a marketing presence and ensuring follow-up with prospects.

### Employment Standards

Education:	Minimum high school diploma. Associates degree or Bachelor's degree preferred but not required.
Required Skills:	Good communication skills, Assertive and innovative – able to work without supervision.
Starting Salary:	Starting salary + mileage compensation = Approx \$10 per hour

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