

Marketing Coordinator (Fractional)

Company Overview: Bright Referral is an innovative startup in the dental industry that is revolutionizing how practices manage and track referrals in their networks. Our seamless platform combines cutting-edge technology with deep industry expertise to empower our clients to fully understand their referral network.

Position Overview: This is a fractional position with a flexible schedule. As Marketing Coordinator, you will play a pivotal role in supporting our marketing efforts, focusing on social media content creation and management, event support, and overall marketing operations. This position offers an excellent opportunity to gain hands-on experience in a fast-growing startup environment.

Responsibilities:

- **Owned Media:** Support the development and distribution of marketing materials such as email newsletters, blog posts, and social media posts to promote product features, share updates and events, and increase brand awareness.
- **Event Coordination:** Support events team in coordinating logistics for in-person conferences and events. Assist in pre-event planning, material production, logistics, promotion, and post-event follow-up activities.
- **Graphic Design:** Lead small scale graphic design projects for marketing team (eg, creating social media posts, Bright Cards, event assets, etc.).
- **Onboarding Management:** Work cross-functionally to support client onboarding through Bright Card design, digital proofing, ordering, and fulfillment.
- **Marketing Operations:** Assist in maintaining marketing databases and CRM systems. Monitor social media channels for industry trends and competitor activity.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration, a related field, or equivalent experience.
- Strong written and verbal communication skills.
- Proficiency in social media platforms and social media management tools.
- Proficiency in graphic design software such as Adobe Suite, Cricut, and Canva.
- Familiarity with web development software like Wix.
- Excellent organizational and time management skills, with the ability to manage multiple projects simultaneously.
- Detail-oriented mindset with a proactive and collaborative approach to work.
- Previous internship or coursework in marketing is a plus.

Why Join Us:

- Opportunity to work in a fast-paced startup environment with a passionate team.
- Hands-on experience in a variety of marketing activities with mentorship and growth opportunities.
- Competitive hourly rate.
- Flexible schedule.

Join Our Team: If you are passionate about marketing and are excited to grow quickly in your career with a rapidly scaling organization, we want to hear from you! To apply, send an email to ben@brightreferral.co with “Fractional Marketing Coordinator” in the headline. Please include your resume and a note in the body of the email briefly outlining what you see as the biggest issue facing the dental industry today.