



**Job Title:** Business Development Liaison – Full Time

### **Job Summary**

FYZICAL Therapy & Balance Centers | Granger is a medical based fitness and wellness facility offering Physical Therapy Services, Group Fitness, Personal Training, Massage, and so much more. Our current facility has been established in the Michiana Area for over 20 years. We are now relocating to a new, State-of-the-Art facility to facilitate health, fitness, and recovery in our community. Join us!

### **Mission, Values, and Service Goals**

- **Mission:** Every day, we empower individuals to take control of their recovery and wellness through direct access to physical therapy, balance protocol, fitness, wellness, and healthy lifestyle products and services.
- **Vision:** To be the most trusted, accessible entry point for wellness and health.
- **Core Values:** Innovative Programs, Holistic Perspective Open Arms Philosophy
- **Brand Promise:** At FYZICAL, we create connections, delivering more than treatments and fitness plans. Connecting is the way to Love Your Life.

### **Job Responsibilities**

- **Digital Marketing** – Creating, maintaining, and developing content on social media platforms. Engaging with the local community, medical community, and potential clients. A successful candidate will assist in creating digital content in forms of advertising, video, blogs, website maintenance, photos, and social media campaigns.
- **Community Relations** – Facilitating and maintaining community relations and developing connections through becoming a member on approved community boards, attending health/community fairs, researching, and engaging with local clubs, and researching and advocating for potential sponsorships and community outreach events. Facilitate direct referrals to the business from the community.
- **Community Outreach** – Attending local community events and health fairs, representing FYZICAL Therapy & Balance Centers in a professional manner. Successful candidate will be required to maintain a presence on social media, including promoting services offered by FYZICAL.
- **Medical Community Relations** – Facilitating and maintaining relationships with Medical Professionals and Medical Clinics with the purpose being to facilitate Physical Therapy, Massage, and Fitness referrals. Educating the local medical community with FYZICAL's proprietary services and offerings.
- **Knowledge of FYZICAL Services and Offerings** – Complete knowledge of FYZICAL's proprietary services and offerings. Includes but not limited to: Vestibular Rehabilitation

Therapy, Orthopedic Services, Pelvic Health Services, Fitness Services, Wellness Services, and Retail Products.

- **Safety** – Following all CDC and Health Department Guidelines to maintain a safe and sanitary workspace.
- **Creating Connections** – Create true connections with community members, medical community, and potential clients. You should engage in educational, knowledgeable, and inclusive dialogue with the intention to develop business relations and generate leads. Communications will occur throughout the community, in medical offices, through social media, and with local businesses. Successful applicant will work closely with FYZICAL's management team, displaying excellent interpersonal and communication skills.
- **Market Research** – Conduct market and competitor research. Conduct meaningful research of past and existing customers to recommend future successful campaigns for business development
- **Growth** – Meeting or exceeding productivity metrics and guidelines.

### Education and Experience

- Bachelor's degree or minimum of 1 year experience in similar field.
- Must complete FYZICAL's Balance I, Body-Q, Class IV Laser, and Orthotic Screening Certifications within 30 days of employment.

### Requirements and Skills

- Demonstrates knowledge of and a commitment to FYZICAL Therapy & Balance Center's mission, values, and brand promise.
- Self-motivated with passion for marketing and advertising.
- Demonstrates excellent verbal and written communication skills.
- Ability to work within a team environment.
- Coachable and adaptable.
- Reliable transportation.
- Proficient with Microsoft Office Suite.
- Comfort and confidence in face-to-face sales/marketing.
- Facebook Ads and/or Google AdWords experience for business.
- Proficiency across a multitude of Social Media platforms

### Compensation and Benefits:

- \$13 - \$20 per hour, dependent on experience and attributes.
- Paid Holiday and PTO available.
- Incentive Program for sales and growth.
- Discounts on retail products and services.