



**Job Title:** Digital Marketing Liaison – Part 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, online platforms, and FYZICAL's website. 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.
- **Social Media Management** – Successful candidate will have the necessary experience to create, manage, and grow FYZICAL's social media presence and generate new leads and additional following. Social Media platforms: Facebook, Instagram, TikTok, LinkedIn.
- **Advertising Campaigns** – Successful candidate will assist in creation of advertising campaigns. Advertising campaigns may exist through print, digital, TV, radio, or online.
- **Content Creation** – Developing a wide array of content in different mediums to cover all FYZICAL's 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.
- **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 through social media, advertising campaigns, and online presence. Successful applicant will work closely with FYZICA'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.*
- *Proficient with Microsoft Office Suite.*
- *Facebook Ads and/or Google AdWords experience for business.*
- *Proficiency across a multitude of Social Media platforms*

### **Compensation and Benefits:**

- *\$12 - \$17 per hour, dependent on experience and attributes.*
- *Incentive Program for sales and growth.*
- *Discounts on retail products and services.*