



Marketing Coordinator

We are looking for someone to join our team who is enthusiastic about dentistry, our mission as a practice and seeks ways to help keep our team motivated and growing! We are not hiring just another person. We are looking for someone who expects to have a transformational impact in the lives of hundreds of patients.

To that end, this will not be an ad listing a set of tasks and corresponding skills, but an opportunity to find a place to make meaning in addition to earning a salary. We are seeking candidates who are looking for a long-term career, not just another job. We would love to have you jump in with us!

Highly successful people believe deeply in what they are doing. For us, it is important that you are great at business development but even more important that you match our culture and see the transformational services we provide for our patients and how we can help them get the care they need.

The primary duties of the Marketing Coordinator are:

- 1) to be the face of Ericson Dental to all of our existing patients and to local businesses in the County who do not know about us yet
- 2) to communicate the value of being a long-term team member
- 3) to inspire our team with new ideas and outreach opportunities, both inside our practices and to the community
- 4) to be a welcoming introduction to new team members
- 5) to track our marketing metrics for effectiveness and areas of improvement
- 6) to give us guidance on new campaigns and dental education our patients are interested in
- 7) to help us maintain and build our brand

And more! The possibilities with this position are endless! We are fully supportive of growth and are looking for you to development this role into what your vision for your career is along with our goals as a business.

If you love meeting one on one with business owners and team members, this could be a very meaningful position for you. But only if you see yourself fitting in with the culture of Ericson Dental and our long-standing team members.

Who are we?

Our mission: To provide the highest quality of patient care while building long term, trusting relationships with both our patients and our team members.

Our dedicated, experienced team has allowed us to grow and serve more of our community with general dental and specialty services.

We spend regular targeted meeting time together to focus on training and to keep communication open between all department. We are always looking for ways we can improve and look to our team for suggestions and assistance with implementing enhancement to our patient care protocols.

Our shift schedule allows for a work/life balance, which is something we are passionate about. We want you to have ample time to be with your families, to participate with your hobbies, whatever it is that helps you recharge so that when you are at work, you are fresh, focused and excited to be with us.

Our Core Values

We call our Core Values “Living Core Values” and constantly discuss ways we can put these into action. These are more than just words in a manual that no one ever reads. We have a weekly focus of a different core value to make sure we are keeping these in the forefront of our mind. What does this actually mean to demonstrate all of these values each day?

Exceptional Patient Care: Above all else, we feel it is our mandate to offer the very best patient care we can to every patient who walks through our doors, speaks to us on the phone or communicates over an email. Each interaction is an opportunity to help a patient improve their health, work together to achieve their goals and eliminate the stigma that dental treatment has to be a negative experience.

This can be as simple as making sure the coffee maker is turned on before the first patient arrives in the morning to making sure we over deliver on our promises every time. We do what say and say what we do. Patients should not have to call us back, we should have their questions resolved before they even had time to remember they called in the first place.

We are always looking for ways to make a patient more comfortable during our visits with us and this is something the entire team can participate in. Sometimes a warm neck pillow is all they need to take a deep breath and help them through the appointment they have been nervous about.

Unique Growth: We do not strive to grow just for the sake of expanding. We truly believe we have something special to offer our team and our patients and we are constantly looking for ways we can reach a greater population of patients in our area.

With offices in both Lompoc and Santa Barbara, not only have we been able to serve more patients but we even have patients going back and forth between both offices depending on what suits their schedule best. Given that we have the same doctors in both offices, connected systems and identical protocols, their experience is the same high quality they have come to expect while providing convenience previously not possible.

In addition to that, we pride ourselves on always being on top of the latest technology and continue to increase of menu of services as properly vetted and researched advancements are made. We do not add technology just for the sake of having the newest “toys.” We are invested in the improvements that will enhance our patient care, efficiency of their appointments and overall comfort.

Enthusiasm for Team: We are passionate about guarding and defending our culture very closely. Everyone in our practice is “rowing in the same direction.” We recognize that we are all working towards the same goal and actively look for ways to help support and encourage our fellow team members.

Our doctors have the same philosophy and use each individual’s expertise to best care for our patients in an extraordinary collaborative effort. In doing this, we also all hold each other accountable for the commitments we have made to the practice and to each other. We very much believe 2 sets of eyes are better than 1, 3 sets are better than 2.

Going throughout both offices, you will often hear “What can I do to help you?” throughout all departments. Our team members know we depend on each other and they take this responsibility seriously. With our work/life balance motto, everyone is happy to be at work, excited to make a difference and gives 110% every day.

What do we want you to do?

If you enjoy meaningful work, a focus on results, not activity, working very closely with other team members and clients and proactively on your own, we might be a good fit.

Preferred skills:

- Speed of Execution-We need someone who sees something and immediately wants to get it done. If having possible opportunities hanging out there unresolved bugs you, and you want to get moving while others are having meetings, you’ll fit in well here. You need to take pride in your performance while working with minimal supervision.
- High sense of urgency - it goes with Speed of Execution -Things can't happen tomorrow (tomorrow never comes). We need someone who will get hives if things aren't getting done today.
- Highly Relational - you will need to connect relationally very quickly with business owners and team members.
- Excellent communication skills in person, on the phone, and in writing - As a major face of Ericson Dental, you will need to understand our services thoroughly and be an excellent communicator of them to the business world around you.

What is the Next Step?

We don’t need to see your resume yet. Please do not send it and please do not call. For now just email us answers to the following questions. Following directions is very important here. Submissions that do not provide answers to these questions will not be considered. Short answers are fine - we don’t expect you to spend hours on these:

- 1) What would you get out of working in the environment described here?
- 2) What are the three biggest strengths you could bring to us?

- 3) Where do you want to go with your life (career is a part of life, not separate)?
- 4) What's the one thing standing in your way to getting you to where you want to go?
- 5) List the three things, in order of greatest impact, that you would bring to Ericson Dental to take us to the next level.
- 6) What does marketing mean to you? Why does it interest you? What have you done to learn more?
- 7) What other questions do you have regarding this opportunity?

Where to Find More Information About Us:

www.ericsondental.com

www.facebook.com/EricsonDentalSantaBarbara

www.facebook.com/EricsonDentalLompoc

We Look Forward to Hearing From You!