



Job Title: Marketing Specialist (On-Site)

Location: St. Gianna Clinic, 1716 Lawrence Drive, De Pere, WI 54115

Position Type: Part-Time (30 hours per week)

About Us:

St. Gianna Clinic is a multi-specialty healthcare practice providing exceptional family medicine, OB/GYN, pediatrics, and psychiatry services. We are committed to delivering high-quality care and a positive patient experience. We are seeking a creative, organized, and hands-on Marketing Specialist to capture and share our clinic's story through digital and print marketing efforts.

Job Summary:

The Marketing Specialist will work on-site to create, curate, and manage content across social media platforms, with a focus on real-time storytelling through Instagram and Facebook stories, reels, and vlogs. This person will also be responsible for creating marketing materials like brochures and flyers, analyzing marketing performance, and contributing to the clinic's overall growth and visibility. This person will need to manage the clinic's website, security, updates, and be able to share analytics. The Marketing Specialist will create, edit and post videos on social media sites, Rumble and YouTube. Ability to utilize Google advertising, tagging and reporting. Evaluate and seek out new marketing opportunities and track ROI's. This person will know how to maximize exposure on Facebook and Instagram, as well as report back on statistics. They will coordinate and prepare for upcoming marketing events.

Key Responsibilities:

- FB/Instagram post graphics, creation, tracking, reporting, checking, and responding to comments, postings.
- Capture day-to-day moments and events in the clinic for real-time social media content.
- Create, post, and manage engaging social media content, including stories, reels, posts, blogs, and vlogs, across Instagram, YouTube, Rumble and Facebook.
- Edit videos and photos to produce high-quality, on-brand content.
- Use tools like Canva to design marketing materials such as brochures, advertisements, flyers, and graphics.



- Collaborate with clinic staff to plan and capture key moments and stories that align with the clinic's values and services.
- Maintain and organize a content calendar to ensure timely and consistent posting.
- Assist in the development and execution of other marketing initiatives as needed.
- Run targeted Google Ads, tagging and reporting.
- Social media ad campaigns to attract new patients.
- Website design, maintenance, security and tracking analytics.
- Optimize the clinic's website with keywords, meta descriptions, and relevant content to improve search engine rankings.
- Monitor website traffic and conversion rates (e.g., appointment requests).
- Track and report on performance metrics for digital campaigns, including website traffic, social media engagement, and ad ROI.
- Research and strategize new marketing and sponsorship opportunities.
- Coordinate, manage, track and market events and speaking engagements.
- Obtain patient consent/release forms and testimonials.
- Work with TV stations, radio stations, etc. on commercials and interviews.
- Update the Board of Directors and Marketing Committee on marketing initiatives.
- Promote job openings and clinic promotions.

Qualifications:

- Bachelor's degree in marketing, Communications, or a related field (preferred but not required with relevant experience).
- 2+ years of experience in social media management, content creation, or digital marketing.
- Strong proficiency with social media platforms, particularly Instagram and Facebook.
- Skilled in video production and editing, with experience using tools such as Adobe Premiere, Final Cut Pro, or similar software.



- Experience with Canva for graphic design.
- Proficiency in Microsoft Excel for data tracking and reporting.
- Ability to analyze marketing performance data and recommend improvements.
- Strong communication, organizational, and time-management skills.
- Creative, self-motivated, and able to work independently on-site.

Preferred Skills:

- Familiarity with healthcare or clinic marketing is a plus.
- Experience with email marketing platforms (e.g., Mailchimp).
- Knowledge of SEO and digital advertising strategies.

Salary and Benefits:

- \$25 per hour
- 7.5 Days of PTO per year
- 403(b)

How to Apply:

To apply, please submit your resume, a cover letter, and examples of your previous social media content or marketing materials to info@stgiannaclinics.org.