



Corporate Office:  
51 Technology Drive  
Anderson, SC 29625  
Phone: 864.328.0008  
[www.poly-med.com](http://www.poly-med.com)

### ***Part A - General Position Information***

<b>Company:</b> Poly-Med, Inc.	<b>Department Name:</b> Business Development	<b>Job Title:</b> Marketing and Corporate Communications Associate
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### ***Part B - Position Summary***

#### **Description:**

This position requires in-depth knowledge of sales, marketing and intra-personal relationships. This position works with other members of the business development team and company as a whole to develop new opportunities through existing clients, developing new clients, and exploring other funding avenues. This position will also be responsible for assisting with branding, messaging, as well as writing compelling and effective lead generation content to drive conversion and inbound traffic to our website. This role will work closely with Business Development and Corporate Office.

**Scope:** This position has no direct reports, and reports directly to the manager of Business Development.

**Ascension:** This position can **Marketing and Corporate Communications Associate** with successful meeting of performance metrics and 1-2 years of experience in the current role.

#### **Responsibilities:**

1. Develop new clients and provide qualified leads to account managers for proposal development
2. Manage, organize and drive management of current clients; interface with account managers to increase account value.
3. Actively outreach to potential clients and markets (local hospitals, trade groups etc.)
4. Collaborate on and develop strategies to assist in all aspects of trade show marketing including the planning, operating, and oversees the follow-up to tradeshows and external marketing activities.
5. Ensure consistent marketing message internally and externally
6. Writes and edits engaging and compelling communication for various audiences to support a variety of sales, marketing, corporate initiatives and campaigns including brochures, social media, written and digital communications, ads, video and digital content, press releases, emails, and other internal/external communications.
7. Maintain marketing materials, website, and social media presence
8. Manage Poly-Med, Inc. Customer Relationship Manager (CRM) in Enterprise IQ Database.

#### **Requirements:**

1. A Bachelor's Degree in Business, Marketing, Communication or relevant field.
2. Three or more years of experience in marketing communication field.
3. Experience working on events which include selection, planning, set-up trade shows.
4. Superior oral and written communication and presentation skills.

#### **Preferences:**

- Experience in Graphic Design (Adobe Suites software, WordPress, or similar).

***Part C – Receipt and Approval***

Date: _____  _____	_____ <i>Seth McCullen</i> Department Manager
Position Incumbent	

Internal Addendum

Expected Metrics for Position:

- Annual new contacts added to customer tracker: 200
- Annual proposals generated from provided leads: 40
- Annual website traffic: Increased by 3X
- Annual blog posts: 36 (3 per month)