

We would like to thank all candidates for expressing their interest. Please note that only those selected for interview will be contacted. **NO PHONE CALLS, PLEASE.** In-Common Laboratories is an equal opportunity employer. We offer accommodation for applicants with disabilities, as required, during the recruitment process.



## MARKETING COORDINATOR

**Full-Time with benefits**      **Reports to: Senior Director**

**Work Location: primarily based at the Oakville office reporting to head office in Toronto at least once a week or as required.**

**Travel for business: May be required**

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In-Common Laboratories (ICL) is recruiting for the full-time role of **Marketing Coordinator** to liaison with existing Integrative Medicine Practitioner clients, support business growth, integrate sales and marketing activities and provide administrative support for its Integrative Laboratory Services business unit. **EXPERIENCE IN HEALTHCARE IS STRONGLY PREFERRED.** Certification as a Medical Laboratory Assistant (or equivalent) and willingness to assist with occasional phlebotomy would be an asset.

This is an exciting opportunity for a candidate who:

- Understands “healthcare” audience and is able to accelerate business results by providing creative, strategic and organizational sales, marketing and business development support.
- Is versatile, able to coordinate the work of the department and respond to growing business needs.
- Has passion for proactive canvassing of the clientele to understand their needs and challenges.
- Has experience of working with constructing communications for website content, social media
- Is detail oriented, good at multi-tasking and driven by a fast-paced, design-forward environment.
- Has high degree of initiative and ability to think ‘out of the box’.

**To succeed in this role, the candidate will absolutely need to:**

- **Have experience in marketing**
- **Possess excellent written and verbal communication**
- **Experience with website content creation**
- **Social media skills**

If you are a self-starter with ability to proactively motivate yourself to deliver results for the business, then we are looking for you.

### SUMMARY OF RESPONSIBILITIES

- Direct liaison with the existing client base to promote a 10% overall increase in annual test volumes.
- Assist the Senior Director in achieving fiscal year budget for new client revenue/test volumes.
- Suggest strategies for improving test margins and visibility in the marketplace
- Collaborate with internal departments to ensure on-boarding of new clients.
- Client communications- creation of client memos, website and test menu updates.
- Coordinate marketing activities with referral laboratories to support new test launches and educational programs
- Maintain ICL website and social media platforms.
- Arrange for the production of presentations and supporting material, such as technical papers or customer references, to help win new business.
- Coordinate and attend at industry conferences.
- Manage marketing collateral and the promotional item inventory.
- Revise and update ILS Fee Schedule, branded documents and website.
- Create customer and patient surveys to measure the services
- Support Patient Service Centre interactions with patients and clients

### Required knowledge/Skills/Competencies/Work Habits

- Degree or background in Business , Sales, Marketing or equivalent
- 2+ years of experience in sales preferably in healthcare setting
- Certification as Medical Laboratory Assistant college program would be an asset
- 2+ years of digital sales support experience, which ideally includes digital adware and social media platforms, website maintenance, research or similar
- 2+ years of experience with event coordination and administrative support
- Excellent communications skills, both written and oral
- Comfortable in fast-paced environment
- Able to coordinate & manage multiple initiatives at the same time
- Able to work with minimal day-to-day supervision
- Possesses strong interpersonal and organizational skills

## About ICL

*Located in Toronto, In-Common Laboratories (ICL) is a private, not-for-profit Canadian corporation operating since 1967. ICL is Canada's only national laboratory referral network. With access to world class testing facilities, ICL proudly serves over 500 hospitals, approximately 1,000 Naturopathic Doctors and their patients. In 2014 ICL expanded its Hospital Laboratory Services business model to include services for Functional Medicine practitioners called Integrative Laboratory Services (ILS). ICL now supports Naturopathic Doctors across Canada with an exclusive test menu and web portal connectivity. Presently, ICL has two licensed Patient Services Centres, (North York and Oakville) dedicated to servicing patients of naturopathic doctor. ICL offers a comprehensive benefits package including the HOOPP (Healthcare of Ontario Pension Plan).*