

VENDOR MARKETING SPECIALIST – PROFESSIONAL EYE CARE ASSOCIATES OF AMERICA

Bring your outstanding marketing and communications expertise and join our team.

THE COMPANY

Rev360 is a growth-stage software and business services company that is revolutionizing the eye care industry. We deliver products and services that offer doctors the freedom to focus on their patients.

Rev360's three business units serve more than 5,000 eye care providers across all 50 states and Canada. This role is part of and supports the Membership business unit listed below:

- Software: RevolutionEHR, our software application, is the leading cloud-based electronic health record (EHR) and practice management software platform in eye care;
- Membership: The Professional Eye Care Associates of America (PECAA) is the nation's premiere doctor alliance group (www.pecaa.com);
- Practice Partnership & Management Services: Visionary Partners is an innovative partnership between Rev360 and eye care practitioners to sustain and grow independent practices.

Visit us at <https://www.rev-360.com> to learn more.

THE POSITION

The Professional Eye Care Associates of America (PECAA) is the nation's premiere doctor alliance group. The Vendor Marketing Specialist will:

- Participate in numerous vendor meetings; understands how to interpret vendor goals and deploy various marketing tactics to support these goals while balancing Member needs
- Proactively deploy marketing communications & campaigns to Members in Pardot, manage mailable prospect percentage of target lists, and monitor/update prospects that become unmailable
- Identifies creative and innovative methods to communicate with Members to increase reach and vendor utilization
- Lead development of and is responsible for on-going maintenance of vendor web pages in WordPress to ensure Member-facing pages are accurate and up-to-date
- Write persuasive and professional copy for a variety of digital and print mediums: websites, brochures, ads, newsletters, marketing collateral, and more
- Proofread and edit a variety of copy to ensure it is error-free and grammatically correct
- Track various marketing campaigns and activities in Salesforce
- Compile information for Quarterly Statements of Work
- Schedule/host Vendor overviews (for internal staff), Vendor webinars, and meeting schedule for tradeshow
- Participate in Vendor vetting process
- Manage vendor contract renewals with select vendor partners
- Assist with business development: conducts follow up to inquiries, present programs, and pricing
- Assist with various aspects of the Annual Meeting, e.g. vendor communications, registrations, logistics, etc.

For External Job Posting Use Only

- Assist with management of Vendor account data in Salesforce
- Provide superior phone, email and in-person customer service support to PECAA Members
- Keep Manager well-informed of tasks and priorities
- Occasional travel required; advance notice typically provided
- Provide administrative assistance to Manager
- Complete other responsibilities as assigned

We seek candidates who thrive in a fast-paced, high-growth environment and can pivot quickly when needed. Candidates should have experience in most of the following areas:

- Bachelor's Degree. Preferred majors: marketing, communications.
- Minimum of three years' experience in a marketing/communications capacity
- Experience in eye care industry preferred
- Writing experience in or for a professional medical setting
- Ability to work and thrive in a fast-paced environment, learn rapidly and master diverse technologies and techniques
- Self-starter with initiative/creative & collaborative abilities
- Interpersonal savvy - ability to work with others and maintain excellent customer and peer relationships
- Marketing and communications functional/technical skills
- Strong customer service skills
- High level of integrity/trust
- Professional, effective written and verbal communication skills
- Excellent grammar and spelling skills
- Able to professionally correspond with Members & Vendors via email and phone
- Proficiency in MS Office applications; WordPress; adept knowledge of application sharing tools and environments
- Ability to travel occasionally to industry conferences and PECAA meetings. Advance notice and planning are typically provided for scheduling purposes.

THE LOCATION

This position is based at our PECAA office in Portland, Oregon.

WHY YOU SHOULD APPLY

Rev 360 believes that a company's greatest assets are its employees. To attract, inspire and retain top talent, Rev360's culture is based on these values:

Collaboration Wins • Grow Together • Know and Prioritize Thy Customer • Bring Energy
Root for Each Other • Think Big/Risk Smart • Push for Greatness • Move Mountains
Love Competition • Share Everything

Rev360 offers a comprehensive total rewards package including competitive compensation with base salary and bonus opportunity including; health and health reimbursement plans; dental, life and disability insurance plans; 401(k); and paid holiday and time off benefits. In addition, Rev360 offers "RevCares," a philanthropic program that enables employees to support non-profits and charities of their choice by providing a yearly monetary donation in their name.

HOW TO APPLY

Interested parties should send a resume to hr@rev-360.com

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

Rev360 provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.