



Outreach & Events Coordinator

Reports to Clinical Instructor Manager

Apply at lingraphica.com/careers

Major Objectives and Responsibilities:

Providing continuing education (CE) opportunities to speech-language pathologists (SLP) is an integral part of the lead-generation strategy at Lingraphica. The effort to book and deliver these CE engagements falls to the Contract In-Service Provider (CIP) Program. We are looking for an organized, self-starter who can drive demand for our learning opportunities and set up remote meetings for our team.

The Outreach & Events Coordinator (OEC) is the first point of contact for our SLP prospects and customers and is responsible for driving in the day-to-day operations of the CIP Program. Whether it's making phone calls from our database, organizing an educational event, or nurturing relationships with SLPs or internal Clinical Instructors, the OEC position is essential to the success of the program.

Essential Duties & Responsibilities:

- Work with the remote Clinical Instructor team (15+ individuals) to schedule client engagement meetings (i.e., continuing education opportunities, product demos)
- Coordinate with Continuing Education Administrator on in-services/webinars to ensure essential information is collected and documented in the appropriate systems
- Generate a pipeline of leads to call (via internal and external list sources) and book events/ customer engagement opportunities
- Make outbound calls to cold and warm leads
- Follow up and nurture conference attendees
- Successfully convert calls to leads
- Monitor cancellations, changes, or re-scheduling of courses (i.e. webinars) or outreach events
- Understand continuing education course presentations and provide feedback from the field
- Provide weekly, monthly, and quarterly reports
- Collaborate with the Clinical Instructor team when needed for specific projects
- Document all conversations and interactions within our Customer Relationship Management system (HubSpot)
- Make performance improvements to our proprietary registration system
- Multi-task and successfully execute projects under a heavy workload, tight deadlines and changing conditions
- Responsible for ordering loaner equipment for the educational events
- Coordinate the recall of equipment when events have concluded

cont.



Outreach & Events Coordinator (cont.)

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Other Duties & Responsibilities:

- Participate in initiatives and campaigns
- Provide ideas to the digital marketing team for social media campaigns, email blasts, etc.
- Relay feedback from customers to the appropriate departments in order to improve overall customer experience
- Build and maintain rapport with customers and team members
- Assist with other marketing initiatives, programs, and activities, as needed
- Assist with the delivery of educational webinars, as needed
- Occasional travel may be required

Skills & Competencies:

- Strong organization skills, workload flexibility and the ability to prioritize tasks
- Understand what it means to deliver a superior customer experience
- Strong phone, communication, and written skills
- Strong social media skills
- Always maintain a calm and professional demeanor when dealing with happy/unhappy customers while on the phone
- Strong communication skills with both external customers and internal departments

Education & Certifications:

- High School diploma or G.E.D, required

Required Experience:

- Customer service experience
- Cold-calling and conversion experience

Preferred Experience:

- Engagement or work experience with an aging population and/or disabled individuals
- Proficiency with HubSpot, Microsoft Office 365 (OneDrive, Excel/Word), Slack, and WordPress
- Experience with a Learning Management System (LMS)

Location:

- Open to local (Princeton, NJ) and remote applicants