

**EAST HILLS**  
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Hills, NY 11548  
Sid Jacobson, JCC  
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POOL

**BELLMORE**  
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Bellmore, NY 11710  
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**PATCHOGUE**  
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Patchogue, NY 11772  
P: (631) 228-4977  
F: (631) 228-4837



**GARDEN CITY**  
800 E. Gate Blvd.  
Garden City, NY  
11530  
P: (516) 745-8050  
F: (516) 745-8055  
POOL

**ROCKY POINT**  
745 ROUTE 25A  
ROCKY POINT, NY  
11778  
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F: (631) 849-6002  
POOL

**GREAT NECK**  
600 Northern Blvd. #116  
Great Neck, NY 11021  
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F: (516) 466-1228

## **Our Mission:**

Our company's mission is to restore quality of life and promote overall patient wellness. We are committed to providing the most comprehensive Physical & Aquatic Therapy and customer support in the Physical & Aquatic Therapy Industry through excellence in education, service and marketing.

We have a comprehensive, holistic approach to treating our patients including Pilates, yoga and aquatics. We pride ourselves in maximizing individualized patient care. Best of all, all employees have the benefit to a full state-of-the-art Fitness/Wellness Center, filled with Pilates/reformer classes, personal training and aquatic classes.

## **Job Summary:**

We are seeking a dynamic, highly skilled, motivated Marketing Representative to join our expanding practice. This individual will promote practice development by establishing and maintaining relationships with referring physician offices and other local community referral sources to drive new and incremental patient volume.

## **Essential Responsibilities:**

1. Function collaboratively with management and clinicians to develop and implement marketing programs to grow daily treatment volumes and meet or surpass budgeted expectations.
2. Visit referring physician offices with practice information and promotional material for Metro, in order to build effective referral relationships.
3. Analyze referral patterns, insurance profitability and competitive landscape to create and execute an efficient canvassing strategy, using an existing database of targeted physicians.
4. Adapt marketing plan to changes within the region, including adjusting competitive dynamics, shifting insurance arrangements, new technologies and changes at local treatment centers.
5. Assist the management and physician staff with networking, media advertising, planning and organizing events, planning and/or sponsoring conferences and participating in appropriate business, charitable and other local organizations.
6. Coordinate with managers and physicians to assist in establishing and maintaining referral relationships to expand the practice.
7. Maintain data on company's marketing daily log. Review progress reports on a bi-weekly basis with Metro's executive team.
8. Coordinate events at office locations for increasing awareness of practice
9. Email assisted living facilities and build relationships with new facilities to start contracts at

## **Qualifications/ Requirements:**

- Bachelor's degree from an accredited university. Marketing/Sales focus preferred.
- Minimum 3 years sales experience, preferably in a service-oriented field such as physical therapy.
- Demonstrated ability to handle multiple projects and details simultaneously.

## **Our Competitive Benefits Include:**

- Vacation & Paid Time Off Benefits
- 401(k) Retirement Savings
- Health Insurance/Dental/Vision
- AFLAC
- New York College Savings 529 program

If this company profile and job description is a good match with your skills and aspirations, and you are looking for a job environment that is flexible, constantly changing and provides a huge growth opportunity, let's talk!

Metro offers a diverse and creative place to grow, learn, and contribute. If you are interested in joining a passionate and dedicated professional community, please send resumes to Metro Human Resources at [careers@metropt.com](mailto:careers@metropt.com).

**Metro is an Equal Opportunity Employer**