4R

R1 **Role**

R2 **Responsibilities**

R3 **Results**

R4 **Requirements**

Marketing and Community Relations Coordinator

Help local families find their orthodontic home.

Team **Growth**

Reports to **Office Manager**

Inside **4R, interview guide, 90-day plan, job post**

R1 The role

As Marketing and Community Relations Coordinator at [Practice Name], you help local families discover the practice and take the next step toward an orthodontic consult. You serve on the Growth team and report to the Office Manager, working closely with the doctor, Treatment Coordinator, scheduling team, and clinical lead. You build relationships with referring dental offices, schools, and community organizations while coordinating approved content, outreach, and events. This seat exists to turn community awareness into trackable consult opportunities without disrupting patient care.

R2 Responsibilities

Community Relationships

- Build and maintain a contact calendar for referring dental offices, schools, and community organizations that connect families with orthodontic consults.
- Coordinate approved dental office visits and community events with clear consult information, assigned follow-up, and an Office Manager-approved budget.
- Provide referral partners with current consult request instructions and doctor-approved information about braces and aligners.
- Document partner conversations, referral sources, and next steps in the practice's approved tracking system.

Content and Visibility

- Maintain a monthly content calendar covering consults, braces, aligners, retainers, and practice events using doctor-approved educational information.
- Coordinate photos and stories around bonds, adjustments, and debonds with the clinical lead so content collection does not delay care.
- Verify documented permission under practice policy before using patient images or stories, including appropriate guardian authorization for minors.
- Monitor public messages and reviews, route consult inquiries to the scheduling team, and escalate clinical concerns without discussing patient care publicly.

Consult Coordination

- Route outreach inquiries to the scheduling team with accurate contact details, referral source, and a documented next step.
- Coordinate outreach follow-up with the Treatment Coordinator's pending list to avoid duplicate messages to families considering treatment.
- Align consult campaigns with the Office Manager's available appointment capacity, including records and same-day starts when offered and clinically appropriate.
- Use approved messages to explain what to expect at a consult and direct treatment, timing, and fee questions to the appropriate team member.

Planning and Reporting

- Build a monthly outreach plan with the Office Manager that connects community activities to available orthodontic consult capacity.
- Track campaign costs, referral sources, consult bookings, attended consults, and resulting starts with help from the scheduling team and Treatment Coordinator.
- Review outreach results with the Office Manager and recommend which events or campaigns to repeat, adjust, or stop.
- Reconcile event expenses and maintain an inventory of approved orthodontic education materials and outreach supplies.

R3 Results at 90 days

Reliable Community Partner Follow-Up	Referral offices and community contacts receive useful orthodontic information and the follow-up promised after each interaction. Measure: The Office Manager reviews the contact log weekly for [number] meaningful partner contacts per week and [goal] % of follow-up tasks completed by their due dates.
Trackable Outreach Consult Bookings	Community outreach and campaigns generate consult bookings with a recorded source and a clear handoff to scheduling. Measure: The Office Manager checks the scheduling report against the outreach log monthly for [number] outreach-sourced consult bookings and [goal] % with a recorded source.
Visible Consult Pipeline Progress	Outreach-sourced families move through consult attendance and treatment decisions with coordinated follow-up rather than duplicate contact. Measure: The Office Manager and Treatment Coordinator review outreach-sourced bookings, attended consults, pending cases, and starts monthly against practice-set goals of [number] attended consults and [number] starts.
Consistent Permission-Based Practice Content	Approved orthodontic content is published on schedule with documented permission for every patient image or story used. Measure: The Office Manager audits the content calendar and permission records monthly for [goal] % on-time publication and verifies permission for every patient feature.
Accountable Community Marketing Spending	Events and campaigns stay within approved budgets and receive a documented review of costs and consult outcomes. Measure: The Office Manager compares actual spending with [approved budget] and checks that [goal] % of completed activities have a cost and consult-results review within [number] days.

R4 Requirements

Essential skills

- **Relationship building.** Start useful conversations with dental offices, schools, and families, then follow through on agreed next steps.
- **Clear communication.** Write friendly, accurate orthodontic outreach and explain the consult process without giving clinical advice.
- **Project coordination.** Manage content calendars, event details, approvals, and budgets while respecting the patient schedule.
- **Tracking and reporting.** Use spreadsheets and approved practice tools to record referral sources, consult outcomes, expenses, and follow-up.

Qualifications

- Experience in community outreach, marketing coordination, customer service, or a related role with examples of reliable follow-through.
- Experience creating social media content or coordinating events, with work samples or a clear explanation of your contribution.
- Comfort learning orthodontic terminology, patient privacy practices, and the practice's scheduling and contact systems.
- Ability to attend local outreach visits and events within [service area] during [schedule], including any agreed evening or weekend commitments.

Attributes

- Warm and approachable with families, referral partners, and teammates.
- Careful with patient privacy, permissions, and the limits of a nonclinical role.
- Curious, organized, and willing to change a plan when results or team feedback call for it.

Interview guide

Six questions tied to the 4R. Ask for a real example every time, then check the answer against R3.

01 Community Relationship Building

Tell us about a time you built a relationship with a local organization or referral partner from the first introduction through a useful result.

Listen for: A strong answer shows thoughtful preparation, listening, consistent follow-up, and a specific outcome beyond exchanging contact information.

02 Event Execution

Describe an event or outreach project you coordinated with a limited budget, including how you handled a last-minute change.

Listen for: A strong answer shows clear planning, expense control, calm problem-solving, and a review of what the event accomplished.

03 Privacy and Judgment

Tell us about a time you had to check permission or protect someone's private information before sharing a photo, story, or message.

Listen for: A strong answer shows that the candidate verified permission, limited disclosure, and paused or escalated when unsure.

04 Inquiry Handoff

Describe a time you passed an interested customer or patient to another team and made sure the next step did not get lost.

Listen for: A strong answer shows accurate notes, clear ownership, timely follow-up, and coordination that avoids duplicate contact.

05 Measuring Outreach Results

Tell us about a campaign or outreach effort whose results you tracked and how those results changed what you did next.

Listen for: A strong answer connects activity and spending to meaningful outcomes, acknowledges tracking limits, and explains a practical adjustment.

06 Team Coordination

Tell us about a time your marketing or event plan conflicted with the needs of the team delivering the service and how you resolved it.

Listen for: A strong answer shows respect for service capacity, early communication, and a revised plan that protected the customer or patient experience.

90-day training plan

Hand this to your new hire on day one. Training starts on the hire date and runs through a 90-day review against R3.

Days 1 to 30

Learn the Practice and Process

- Train with the Office Manager on Growth team priorities, outreach budgets, approval steps, privacy practices, and patient image permissions.
- Shadow the Treatment Coordinator and scheduling lead to learn consults, records, the pending list, and handoffs for same-day starts when offered.
- Meet with the clinical lead to learn the flow of bonds, adjustments, debonds, aligner visits, and retainer visits, then review existing content and referral contacts with the Office Manager.

Days 31 to 60

Practice Coordinated Outreach

- Build and carry out an approved content and partner contact calendar with weekly coaching from the Office Manager.
- Coordinate a small outreach activity under the Office Manager's supervision, documenting its budget, consult inquiries, permissions, and follow-up assignments.
- Review inquiry handoffs and referral-source entries with the scheduling lead and Treatment Coordinator, then correct gaps with the Office Manager.

Days 61 to 90

Own Execution and Review

- Manage the approved monthly outreach and content calendar independently, with the Office Manager reviewing priorities and exceptions weekly.
- Present a report to the Office Manager connecting outreach spending and activity to booked consults, attended consults, pending cases, and starts.
- Complete a 90-day review with the Office Manager to assess results, confirm privacy and handoff practices, and set the next quarter's goals.

90-day review date: [date] **Trainer:** [name]

Team member signature _____ Date _____

Manager signature _____ Date _____

Job post, ready to publish

Fill in the brackets and post it on Indeed, your website and your social pages.

Now hiring

[Practice Name] is hiring a Marketing and Community Relations Coordinator

Help local families get to know [Practice Name], from a friendly conversation at a school event to their first orthodontic consult. You'll join our Growth team, report to the Office Manager, and keep community relationships, content, and follow-up moving together.

You're a fit if

- You enjoy meeting new people and remember to follow up after the handshake.
- You can turn a busy event plan into a clear checklist, without losing the tablecloth or the budget.
- You write warm, clear messages and ask questions before sharing anything clinical.
- You like tracking which efforts bring families in for consults, not just counting likes.
- You welcome feedback, protect patient privacy, and help teammates when plans change.

What you'll do

- Build relationships with local dental offices, schools, and community organizations.
- Coordinate approved events and braces, aligner, and retainer content, with patient permissions checked before sharing.
- Connect interested families with our scheduling team and coordinate pending-list follow-up with the Treatment Coordinator.
- Track outreach costs, consult bookings, and results with the Office Manager so we can make thoughtful choices.

What we offer

- Compensation: [pay range].
- Benefits: [benefits].
- Work schedule and local event expectations: [schedule].
- Office Manager-led training and ongoing support: [training details].

Send your resume and a short introduction sharing an outreach, event, or content project you helped with through [how to apply].