

Marketing Coordinator

L Figueroa Medicine Professional Corporation

Job ID

40034

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LOCATION	DATE POSTED	EXPIRY DATE	
1275 Finch Avenue West, North York, ON, North York, ON Ontario	08-05-2026	04-11-2026	
TYPE OF JOB	SALARY	MIN. EXPERIENCE	MIN. EDUCATION
Full Time	CAD \$73,500	5 year or more	Bachelor's degree

Job Details

North Toronto Surgical is seeking a qualified and experienced Marketing Coordinator to join our team. This is a full-time permanent position requiring a unique combination of marketing expertise, digital skills, and healthcare communication experience.

Work must be completed at the physical location. There is no option to work remotely.

Qualifications

- * Bachelor's degree in Communications, Marketing or related field
- * Minimum 5 years of experience in marketing
- * Experience with SEO, GEO, Analytics, Meta Ads, Google Ads and CRM platforms including Brevo
- * Proficiency in Wix, Squarespace, WordPress, Search Atlas and Canva
- * Knowledge of medical terminology considered an asset
- * Bilingual English/Spanish required to serve the clinic's Spanish-speaking patient population
- * Prior experience in Google Analytics or similar analytics platforms is preferred.

Job Description

- * Develop and implement marketing and communication strategies to promote the clinic's services to existing and prospective patients
- * Plan, manage and optimize digital campaigns across Meta Ads and Google Ads
- * Execute SEO and GEO strategies and monitor analytics to improve online visibility and lead generation
- * Create and manage digital and print marketing materials using accurate medical and clinical terminology
- * Maintain and update clinic websites using Wix, Squarespace and WordPress
- * Manage CRM systems and automation workflows using Brevo to support patient communication and retention
- * Act as the primary liaison for Spanish-speaking patients ensuring accurate medical communication
- * Contact prospective patients, respond to inquiries and coordinate appointment bookings
- * Support patient intake by collecting relevant clinical and demographic information
- * Develop patient education materials aligned with clinical accuracy and healthcare standards
- * Collaborate with physicians and clinical staff to ensure all communications are medically appropriate