

POSITION DESCRIPTION	
POSITION TITLE	Professional Relations Specialist
COUNTRY/OFFICE	US
GEOGRAPHIC AREA(S) SERVED (note: % of time supporting)	US and Canada
TRAVEL (% of international, regional, and/or domestic)	Up to 10%
REPORTS TO (List position(s) and direct or indirect reporting relationship)	Senior Marketing Manager
COACHES (List position(s) and direct or indirect reporting relationship)	0%
INTERACTS WITH (Internal/external & frequency)	Employees at all levels within the organization, external suppliers, visitors, customers, vendors and business partners.

PURPOSE / OBJECTIVE / DELIVERABLES OF THE POSITION
<i>Describe: why the position exists AND what the position must accomplish. Include purpose, ongoing objectives and deliverables.</i>
The Professional Relations Specialist is responsible for the development and administration of Tokuyama Dental America's professional and public relation efforts inside United States and Canada under the direction of the Senior Marketing Manager. The incumbent will handle all activities targeted at enhancing the Japanese dental manufacturer's relations with key opinion leaders, professional community and general public.

ESSENTIAL FUNCTIONS
<i>List brief statements which describe <u>only</u> the major <u>observable</u> activities for which this position is <u>accountable</u> (the what, <u>not</u> the how); state the end result (output); explain the degree to which this position is accountable (e.g.: works within SOP, conducts analysis and provides recommendation, etc.); list in descending level of importance.</i>
General: • Coordinate professional and public relations strategies and programs including Key Opinion Leaders (KOL) referral development, maintaining current contacts and developing new contacts. • Manage continuing education (CE) opportunities, articles, podcasts and webinars from negotiating honorarium to final submission to publications. • Administer database of case images, articles and webinars • Maintain and add to a database of CE opportunities and contacts for workshops, lectures, webinars and articles. • Proofread and route articles before submission to publications • Support the updating and maintenance of internal systems, databases, timelines and project plans. • Prepare project finance reports. Assist with budget allocation and approval of invoices. • Create presentation materials for meetings (internal/external) and project summary data. • Reach out to the dental industry press to increase media exposure • Prepare publicity materials and manage news releases and videos on social media platforms • Work collaboratively with the marketing department to identify growth strategies and marketing opportunities • Maintain confidentiality of information as required by state/federal regulations and company policy • Monitor Tokuyama's reputation to ensure operations are in accordance with Sunshine Act, AGD and ADA CERP requirements. • Work with CRM platforms to follow-up with generated leads and quarterly CE newsletter. • Create short videos, blogs and banners to enhance Tokuyama's educational portfolio. • Remain current on compliance, reimbursement and practice management. • Attend trade shows and events to find and maintain contacts as assigned. • Other duties as assigned.

Fully Competent Behaviors

KNOW-HOW

- *Specific knowledge - what does this job holder need to know in order to deliver on the output expectations.*
- *Purpose and expected outcome of communication with others.*
- *Define the nature and extent of interaction between departments?*

- Skilled in written communication composition and presentation of information in an efficient form
- Ability to use computer applications and tools to perform the essential functions, e.g., Excel, Office Suite, PowerPoint, Hubspot, Canva and basic research methodologies (record keeping, accuracy, observational skills)
- Knowledge of teamwork and how to contribute as part of a fluid project team
- Ability to interact with team members and business partners, community members, exercising sensitivity, tact and diplomacy with an emphasis on flexibility, customer service and professionalism.
- Strong communication & negotiation skills, ability to nurture and grow our pool of key opinion leaders and engage with them in meaningful conversations to drive education and awareness activities and support growth.
- Curiosity to learn about the industry, and build an in-depth knowledge of the markets of focus.

PROBLEM-SOLVING

- *Define the complexity of the problems typically encountered.*
- *What availability of guidelines precedents, rule, policies, regulatory controls, etc. will the incumbent need to work within when problem solving.*
- *To what degree is the position guided by procedural controls vs. application of individual judgment and discretion.*

- Able to solve problems related to task preparation, execution and completion, including obtaining supplies, results accurately to determine if the protocols are functioning as expected.
- Able to follow direction and apply trouble-shooting methods to identify answers to inquiries; able to apply operating guides for equipment, software, methods, policies, and/or procedures.
- Knows when to escalate problems to more senior staff.
- Applies logic, deductive reasoning and creativity in independently resolving routine problems and overcoming obstacles.
- Determine, willingness to roll up his/her sleeves and work as a team to solve problems.

ACCOUNTABILITY

Define decision making authority and level of accountability and the impact of decisions on results, over what time period, and over what portion of the business overall.

- Accountable for execution of administrative and communication processes within guidelines and with a high degree of accuracy
- Accountable for completion of individual actions and commitments
- Accountable for reliable, accurate, repeatable results
- Responsible for applying process and procedures in transactional activities
- Decisions affect relatively short time periods, measured in days and weeks normally
- The financial impact of this position is modest. Project Support activities assists in efficient and successful outcomes
- Can perform routine assignments under minimal supervision.

EDUCATION <i>(Preferred education or equivalent knowledge required to perform the role - degrees, certifications, licenses, etc.)</i>	• Bachelor's degree is required.
EXPERIENCE <i>(Experience preferred and likely necessary to demonstrate abilities and skills relevant to essential functions of the position. Define behavioral competencies to succeed in the role)</i>	• 2+ years of experience in a rapidly changing administrative environment. • 1+ years of experience in high-end customer service • Dental experience is preferred. • Previous experience working with speakers and/or continuing education is preferred.

JOB EVALUATION / AUTHORIZATION			
Reference Level:	Evaluated by: Laura Cooper	Date: June 2026	Non/Exempt: Non-Exempt