

WILLCARE JOB DESCRIPTION
COMMUNITY RELATIONS SPECIALIST

Title: Community Relations Specialist	Department: Community Relations	FLSA Status: Exempt
Reports to: Director of Community Relations	Direct Reports: N/A	Revised: January 9, 2009

POSITION SUMMARY:

Responsible for the day-to-day marketing and business development activities for licensed and certified operations within a service region in concert with the branch management and staff. Achieve the specific strategy, initiatives and goals outlined in the marketing plan.

ESSENTIAL DUTIES & RESPONSIBILITIES FOR POSITION:

1. Execute the business plan and business development activities to existing and potential referral sources. Make recommendations for modifying the plan as conditions warrant.
2. Generate leads for accounts that will develop new home health care business.
3. Establish and maintain professional relationships with all referral sources, including physicians, nursing homes, assisted living facilities and hospital personnel, including but not limited to case managers, discharge planners and other appropriate referral sources.
4. Participate in the development of a marketing plan to generate budgeted number of referrals/admissions in the assigned territory.
5. Represent Agency in a competent professional and responsive manner.
6. Track information and results routinely, providing senior and branch management with weekly reports and communication
7. Assess community relations' projects and sponsorships, in concert with the branch management, that will enhance the identity of the company in each location and promote the utilization of the agency in all business lines.
8. Assist in the disbursement of specialty advertising items and all brochures and marketing communications materials.
9. Initiate public relations projects, including publishing articles in community and professional news vehicles, in concert with the Director of Community Relations, to include agency program announcements, personnel highlights, and human- interest stories.
10. Meet productivity standards weekly: produce demonstrated results in increasing referrals for private duty services.
11. Maintain a high level of awareness regarding competitor activities and programs, business opportunities, and useful information to referral sources. Maintain a database of prospective and referring physicians, nursing homes, hospitals, trust officers, and other sources.
12. Monitor expenses, in concert with branch management, to assure compliance with operating budgets.

DUTIES & RESPONSIBILITIES OF AGENCY EMPLOYEES:

1. Demonstrates a clear understanding of the Mission, Purpose and Philosophy.
2. Adheres to ethical business practices by striving to perform in a manner that conforms to the highest standards of ethical behavior, integrity and honesty.
3. Takes initiative and responsibility for decisions as an individual and as a company. Exhibits commitment to personal and companywide goals.
4. Participates in the ongoing development of competencies, capabilities, technology and the resources needed to achieve high standards of efficiency and effectiveness. Approaches everything with the passion and desire to meet the highest standards.

5. Places needs of the patient first at all times. Care management and service delivery are developed with the goals of the patient's healing and support in mind. Strives to deliver lasting value to our patients in the comfort of their home.
6. Strives to help lead the industry through vision, technology, innovation, and customer service. Strives to make a difference in the lives of our employees, patients, and community. Encourages a positive environment and experience for co-workers and patients.
7. Treats employees, patients, and business partners with respect. Fosters teamwork by trusting and supporting each other while encouraging collaboration at all levels of the organization. Embraces diversity and demonstrates the ability to work together.
8. Promotes a safe and efficient working environment by adhering to agency policies and procedures.
9. Maintains confidentiality of all agency and patient related information. Protects patient rights as defined in the patient Bill of Rights.
10. Maintains proper attendance and punctuality to ensure that the department is operated in an efficient and cost effective manner.
11. Adheres to departmental and agency dress codes as observed by supervisor.
12. Communicates information effectively both verbally and in writing.
13. Attends and participates in staff meetings, required in-services, agency PI activities and other meetings as requested.
14. Utilizes material, equipment and time in a safe, beneficial, and cost effective manner
15. Organizes workload to complete responsibilities in an appropriate and timely manner.
16. Observe infection control and standard precautions.

OTHER DUTIES & RESPONSIBILITIES:

1. Performs other duties as assigned by supervisor.

SUPERVISORY RESPONSIBILITIES:

1. N/A

EDUCATION & QUALIFICATION REQUIREMENTS:

1. Bachelor's Degree in Marketing, Health Care Administration or related field.
2. Minimum of one year of experience in sales and / or health related field.
3. Evidence of sales skills and techniques, the ability to assess market potential, and closing skills
4. Experience in presenting to physicians, discharge planners, directors of nursing, administrators, trust officers, attorneys, and the general public
5. Knowledge of medical insurance and guidelines preferred.
6. Demonstrated organizational and communication skills.

PERSONAL & PHYSICAL REQUIREMENTS:

1. Ability to lift up to 10 lbs.
2. Work environment is characteristic of any sales position which involves prolonged periods of standing and intermittent physical activity such as the requirement to stand, sit, reach with arms and hands, and to stoop, bend, kneel, or crouch.
3. Daily travel