

WILLCARE JOB DESCRIPTION

DIRECTOR OF COMMUNITY RELATIONS

Title: Director of Community Relations	Department: Corporate Leadership	FLSA Status: Exempt
Reports to: Chief Operating Officer	Direct Reports: Community Relations Specialists	Revised: January 9, 2009

POSITION SUMMARY:

Responsible for the development of overall marketing and community relations strategy and initiatives, in concert with the executive team, for all service locations of the company.

ESSENTIAL DUTIES & RESPONSIBILITIES FOR POSITION:

1. Develops and implements strategic sales plans in line with corporate goals. Work with agency representatives in each location in developing specific strategic sales plans for marketing the agency's services to existing and potential referrals sources and for tracking results on an ongoing basis.
2. Responsible for assessing community relations' projects and sponsorships that will enhance the identity of the company in each location and promote the utilization of the agency in all business lines.
3. Oversees the development of the agency's marketing communication materials for all lines of business; updates the materials periodically and when needed; develops special materials for services or programs for consumption by end-users and referral sources
4. Directs sales forecasting activities and sets performance goals accordingly.
5. Partners with Community Relations Specialists in each location in order to develop specific business development plans for marketing the agency's services to existing and potential referral sources and track results on an ongoing basis.
6. Prepares periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion. Analyzes sales statistics in order to assess service and product offerings to eliminate unprofitable services and/or products
7. Meets with key clients and delivers presentations, assisting Community Relations Specialists with maintaining relationships and negotiating and closing deals.
8. Develops and manages sales operating budgets. Analyzes and controls expenditures to conform to compliance with operating budget.
9. Represents agency at professional association meetings to promote agency awareness, services and products. Establishes and maintains relationships with industry influencers and key strategic partners.

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. Directly supervises employees and carries out supervisory responsibilities in accordance with the agency's policies and procedures, and applicable laws. Responsibilities include interviewing, hiring and training employees; planning, assigning and directing work; evaluating performance; counsel employees when necessary regarding performance concerns; as well as addressing complaints and resolving problems.

EDUCATION & QUALIFICATION REQUIREMENTS:

1. Bachelor's degree in relevant field
2. Minimum of 3-5 years experience in sales, or related role.
3. 1-2 years experience in a supervisory or management role preferred.
4. Knowledge of medical insurance and guidelines
5. Experience in presenting to senior level executives and general public; strategic planning and marketing/business plan development
6. Demonstrates leadership, organizational and communication expertise

PERSONAL & PHYSICAL REQUIREMENTS:

1. Ability to lift up to 10 lbs.
2. Work environment is characteristic of any office setting which involves prolonged periods of sitting and intermittent physical activity such as occasional requirement to stand, walk, reach with arms and hands, and to stoop, bend, kneel, or crouch.
3. Occasional irregularity of hours
4. Ability to travel to various offices / sites