

# JOB DESCRIPTION

## DIRECTOR OF COMMUNITY AND PROFESSIONAL RELATIONS

DEPARTMENT: ADMINISTRATION

REPORTS TO: PRESIDENT/CEO

### POSITION SUMMARY:

The Director of Community and Professional Relations plans and implements marketing activities to meet agency targets and objectives for retention and growth in accordance with agreed business plans and procedures. This position also upholds, safeguards and promotes the agency's values and mission relating particularly to integrity, responsibility and compassionate care for those in need.

### ESSENTIAL JOB FUNCTIONS:

- Coordinates and oversees agency marketing efforts and goals.
- Develops new and enhances existing marketing tactics within the organization while ensuring care focused services are optimized.
- Facilitates business development activities and market intelligence to develop strategies based on the agency's mission and to facilitate growth.
- Creates and edits promotional and marketing materials, including the agency newsletter, the Community Benefit Report and other collateral according to specific market and agency needs.
- Produces articles, advertisements and communication for the lay and professional community in order to educate and promote the agency's mission and goals.
- Acts as a liaison to establish and promote ongoing communication with medical personnel including, but not limited to, hospital administrators, IPAs, third party payors, physicians, and other referral sources.
- Retains existing and develops new referral sources to increase census growth through customer service and a positive working relationship with internal departments.
- Acts as medical communication liaison during disasters or other events and responds to requests for information as directed by the President/CEO.
- Oversees social media, online and website marketing efforts.

DIRECTOR OF COMMUNITY AND PROFESSIONAL RELATIONS

QUALIFICATIONS AND REQUIREMENTS:

College degree in related field.

Knowledge of the regulations and reimbursement requirements for home health and hospice as well as the changing health care environment.

Excellent interpersonal, organizational, written, and communication skills.

Works harmoniously, interacts professionally and employs integrity to adapt to agency needs.

Understands the principles of business and program development, marketing and cost-effectiveness

Demonstrates responsiveness, integrity and good judgment to create a positive work environment.

Supports the professional and confidential nature of the agency while being committed to its goals, mission and philosophy.

Adapts to change, meets deadlines, is accountable, and responds in a timely manner.

Is an innovative thinker, active listener, works through the chain of command and addresses all with respect and compassion.

Follows through in a timely manner, responds to all levels of customers appropriately, is proactive and identifies ways to improve customer service.

Adheres to agency compliance policies including confidentiality of all patient and business issues, conducts business in an ethical and professional manner and complies with Human Resource policies.

**DIRECTOR OF COMMUNITY AND PROFESSIONAL RELATIONS**

**PHYSICAL DEMANDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS:**

- Proven analytical skills, strong attention to detail and ability to problem solve frequently.
- Ability to sit frequently for up to 75 minutes without a break.
- Ability to remain stationary frequently.
- Ability to do light lifting and walking frequently.
- Ability to bend and stoop occasionally.
- Visual acuity required to perform tasks.
- Ability to use fine dexterity frequently.
- Ability to respond to changes within work setting.
- Ability to communicate clearly and exchange information frequently.
- Ability to maintain confidentiality.

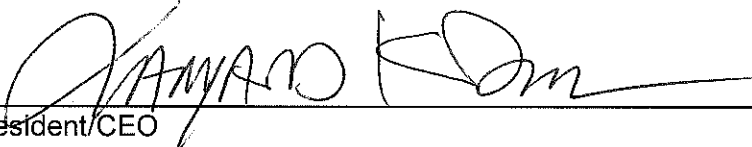
**STANDARD OF PERFORMANCE AND ACCOUNTABILITY:**

All employees will maintain high standards of integrity and business ethics, will abide by the organization's compliance program, rules, policies and procedures, applicable laws and regulations, will conduct self in an honest, ethical manner and report promptly any suspected violation of compliance standards to the Compliance Officer.

All employees will abide by the Injury and Illness Prevention Program (IIPP).

All employees will be held accountable in meeting all functions as defined within the scope of their job description, which includes all goals and objectives set for the position.

If accountability standards are not met, the employee may be given an oral warning followed by a written warning. However, the organization reserves the right to proceed directly to a written warning or separation from employment for misconduct or performance deficiency without resort to prior disciplinary steps when the organization deems such action is appropriate.

  
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 President/CEO

1-13-14  
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 Date

\_\_\_\_\_  
 Supervisor

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Employee

\_\_\_\_\_  
 Date