

Job Description

Title: Marketing/Community Liaison

Job Summary: Primary function is to act as liaison between Agency and the community regarding community and customer needs. Responsibilities include development and promotion of hospice programs and services while maintaining the standards of practice consistent with quality health care and maximizing human, financial and equipment resources.

Job Classification: Administrative

Lines of Authority: Reports to Administrator

Education: Graduate of an accredited college/university is preferred.

Licensure: Current drivers license.

Experience: Experience in the healthcare area preferred.

Skills: Ability to establish and maintain effective working relationships with all segments of the staff, the lay and professional public, the Board of Directors, and Medical Director.

Transportation: Reliable transportation. Valid and current auto liability insurance.

Environmental and Working Conditions:

Works under a variety of conditions in facilities and offices; ability to travel locally; ability to work flexible schedule; some exposure to unpleasant weather.

Physical and Mental Effort:

Sitting is required. Requires ability to handle stressful situations in a calm and courteous manner at all times. Requires working under some stressful conditions to meet deadlines and agency needs. Ability to travel.

Essential Functions:

- Provides counsel to the Agency regarding needs of the community; program development including personnel needs and financial needs.
- Collaboratively develops and maintains policies specific to new programs.
- Demonstrates an in-depth knowledge of, and ensures compliance with, all local, state and federal laws relating to marketing of the agency.
- Assists in direction of programs through collaboration with and delegation of responsibility to administrative and supervisory personnel.
- Partners with the Interdisciplinary Team to support safe and effective patient/family care.
- Establishes a public relations program for interpretation of the agency's services and to foster good working relations with physicians and community agencies.
- Carries out other duties as assigned by the Board of Directors.