

# Godly Hearts Home Healthcare Agency LLC

**Position:** Marketing

**Reports to:** Administrator

**Revised:** 09/21/2016

**Job Summary:** Implement sales/marketing plan that will meet or exceed the company's overall business plan, census goals and financial objectives.

## **Qualifications/Educational Requirements:**

1. High School Education
2. Two years of college preferred.
3. Two years of experience in healthcare marketing preferred.
4. Excellent written and verbal communication skills.
5. Ability to handle multiple tasks simultaneously and meet deadlines.
6. Excellent organizational and time management skills.
7. Self-starter

**Responsibilities/essential functions:** The person in this position must be able to perform the following essential job functions with or without reasonable accommodations.

1. Develop and implement sales/marketing plan for all company product/service offerings, consistent with market analysis, reflecting referral source targets. \*
2. Responsible for census development through the implementation of external and internal sales & marketing programs with both existing and new accounts. \*
3. Ability to effectively utilize both local and corporate resources in the execution of job responsibilities.
4. Identify and recommend development of new product/service/niche markets & offerings as well as current product/service enhancements. \*
5. Ensure that administration maintain up-to-date key account records including background, contact history, objectives, referral trends, etc.
6. Review records to ensure that Account Executives are properly managing resources, including their time. \*
7. Ability to develop an adequate knowledge of State, Federal and other regulatory requirements related to the facility.
8. Maintain up-to-date information, as needed, on specifically assigned competitors including pricing, census, product information, and marketing strategies. \*
9. Report progress versus goals and census development barriers to the Administrator. \*
10. Perform sales calls with Administrator on a monthly PRN basis.
11. Contact key physicians and other health care representatives on a regular basis. \*
12. Perform sales call with Account Executives on a routine basis. \*
13. Participate in short and long range planning for the agency and implements specific measures for agency growth. Increase market share through education of physicians and other community and referral sources.
14. Work with other agencies and promotes good community relations through involvement in community events.

The above list reflects the essential functions and other job functions considered necessary of the job identified, and shall not be construed as a detailed description of all work requirements that may be inherent in the job, or assigned by supervisory personnel. This job description is used as a guide only and not inclusive of responsibilities and job duties.

By my signature, I acknowledge that I have read and understand this job description and its requirement and that I am expected to complete all duties as assigned. I understand the job functions may be altered from time to time.

Employee Print: \_\_\_\_\_ Date: \_\_\_\_\_

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Administrator Signature: \_\_\_\_\_ Date: \_\_\_\_\_