

TITLE OF POSITION: COMMUNITY RELATIONS DIRECTOR

TITLE OF IMMEDIATE SUPERVISOR: VP of CR / ADMINISTRATOR / CEO

RISK OF EXPOSURE TO BLOODBORNE PATHOGENS – LIMITED

DUTIES OF POSITION	
Is responsible for interaction in the community and promoting company services.	
POSITION RESPONSIBILITIES	
Analyze the potential of the company's service area to determine target markets.	
Visit Doctor' offices, hospitals, Assisted Living facilities, Skilled Nursing Facilities and other possible sources of referrals to present Agency credentials and obtain patient referrals.	
Analyze the company's organization to determine its strengths and weaknesses.	
Analyze past and current marketing data.	
Complete an analysis of the company's "product" line.	
Analyze patient/company relationships.	
Develop sales/marketing objectives and sales projections.	
Develop a marketing plan, identifying priorities and sets a reasonable timetable.	
Implement marketing plan staying within established timetable.	
Review and evaluate the analyses and plan on an established basis.	
Attend IDG meetings, as appropriate.	
Assist office staff as needed with going to Physician's offices to obtain signatures, drop off IDG updates, etc.	
Provide community outreach and education.	
Perform additional duties as they arise.	
JOB CONDITIONS	
Position is stressful in terms of meeting deadlines.	
Physical activities will include, walking, sitting, stooping, standing and lifting up to 25 lbs.	
EQUIPMENT OPERATION	
Must be able to use a computer, multi-line telephone, and other office equipment.	
COMPANY INFORMATION	
Has access to patient medical records.	
QUALIFICATIONS	
1. At least 1 year experience in marketing, nursing or social work interacting with health agencies/professionals.	
2. Must be organized and detail oriented.	
3. Must be able to communicate effectively orally and in writing.	
4. Must be a licensed driver with an insured automobile in good working order.	
ACKNOWLEDGMENT	
EMPLOYEE NAME	
EMPLOYEE SIGNATURE	DATE