



JOB DESCRIPTION

Business Development Manager

JOB SUMMARY:

Builds relationships with referral sources via presentations, face to face contacts, phone calls, meetings, etc. in an effort to increase revenue through direct referrals. Works with other members of the FirstLight team (Scheduler, Office Manager, etc.), to monitor goals as they pertain to billable hours, number of clients, and/or revenue. Reports schedule and results to their immediate supervisor on a weekly basis, discusses Networking activities, and revises their plan as needed.

QUALIFICATIONS:

1. College degree in Business, Marketing or Health Care a plus, along with two years related experience and/or training. Experience in non-medical home care or other service industry preferred.
2. Requires proficiency in electronic documentation of networking activity.
3. Must possess and demonstrate excellent communication and presentation skills as well as a positive, professional, business image.

RESPONSIBILITIES:

1. Seeks out and develops relationships with various Referral Sources.
2. Conducts at least 35 visits per week – mix of medical and non-medical / new and follow up calls.
3. Establishes a Networking plan and actively uses it as a working tool, which is revisited as requested/needed.
4. Visits existing referral sources to maintain and grow partner relationships.
5. Updates prospects, clients, and referral sources database for contact/and or mailing lists.
6. Tracks Networking efforts and reviews them with supervisor on a weekly basis.
7. Participates in Networking groups, especially as they relate to the senior population.
8. May perform initial evaluation of services for potential clients.
9. This job description is not intended to be all-inclusive. The employee will be expected to perform other reasonable related duties as assigned.



WORKING ENVIRONMENT:

Travels throughout the territory to various offices and facilities, with some time spent in FirstLight HomeCare office.

JOB RELATIONSHIPS:

1. Supervised by: Director of Operations

LIFTING REQUIREMENTS:

Ability to perform the following tasks if necessary:

- Ability to participate in physical activity.
- Ability to work for extended period of time while standing and being involved in physical activity.
- Heavy lifting.
- Ability to do extensive bending, lifting, and standing on a regular basis.