

MARKETING SPECIALIST/NETWORKER

JOB SUMMARY:

The Marketing Specialist is responsible for building relationships with referral sources, healthcare professionals, and potential clients.

ESSENTIAL FUNCTIONS:

- Understands and adheres to established FirstLight HomeCare policies and procedures.
- Maintains calendars and databases on marketing programs inclusive of prospects, advertising, referrals, mail campaigns, lists and home care and home shows.
- Completes appropriate visit records in a timely manner as per FirstLight HomeCare policy.
- May perform initial evaluation of services for potential clients.
- Assists in coordination of care for client services.
- Reports changes in client condition to agency employees involved in client's care.
- Participates in the quality assurance reviews and evaluations of the agency's services.

JOB SPECIFICATIONS:

- College degree required.
- Previous networking experience, sales experience preferred.
- Prior community involvement.
- Computer skills including but not limited to MS Office, MS Excel, Calendar and Scheduling programs.
- Experience with Senior Care community such as long-term care, assisted living, or home care beneficial.
- Have an empathetic attitude toward the care of the sick and elderly.
- Maturity and ability to deal effectively with the demands of the job.

Working Environment:

Works indoors in FirstLight HomeCare office, and client homes, including temporary client's residence such as skilled nursing facilities, and travels to/from client homes appointments.

Lifting Requirements:

Ability to perform the following tasks if necessary:

- Participate in frequent physical activity.
- Maintain stamina during extended periods of time while standing and being involved in physical activity.
- Moderate lifting not to exceed 25 pounds.
- Constantly position self to do extensive bending, lifting and standing on a regular basis to assist clients.

Risk Exposure:

High Risk

JOB RELATIONSHIPS:

Supervised by: Administrator

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. This job description is subject to change at any time.

I have read the above job description and fully understand the conditions set forth therein, and if employed as a marketing specialist/networker, I will perform these duties to the best of my knowledge and ability.

Date

Signature