

JOB DESCRIPTION

1218

ASSISTANT DIRECTOR OF MARKETING

DEPARTMENT: ADMINISTRATION
REPORTS TO: DIRECTOR OF MARKETING

POSITION SUMMARY:

The Assistant Director of Marketing organizes, represents, promotes and markets LMVNA services to meet targets for retention and growth. This position also manages the agency's participation in health fairs, expos, presentations, lectures, and other community events that further LMVNA goals.

ESSENTIAL JOB FUNCTIONS:

- Develops new customer referral sources to increase census growth through consistent customer service visits to build rapport while providing support and education in accordance with LMVNA's guidelines and strategies.
- Develops and maintains ongoing relationships within the health care community with a focus on physician offices, skilled nursing facilities, residential care facilities, clinics, and various medical related organizations.
- Provides outreach, and support to current and potential referral sources regarding agency services, mission, and values.
- Collaborates with appropriate departments and team members to address issues and solve problems.
- Assists in developing marketing collateral and promotional materials.
- Maintains a positive, professional, and respectful attitude.
- Functions as Director of Marketing designee, including, acts as Public Information Officer and manages all other Director of Marketing responsibilities, at the direction of the Director of Marketing or when said Director is unavailable.
- Performs other duties as assigned.

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QUALIFICATIONS AND REQUIREMENTS:

BS degree in Marketing or related field and/or licensed nurse preferred.

Two years of experience in sales or public relations, preferably in a home health/hospice setting.

Must have reliable car with valid California driver's license and auto insurance as per agency's policy.

An absolute command of all programs of Microsoft Office suite required.

Commitment to excellent customer service required.

Bilingual and bi-cultural Spanish/English a plus.

Client Relationship Management Software experience a plus.

SKILLS REQUIRED:

Must be personable, take initiative, and be well versed in the healthcare industry.

Must be able to multi-task, meet deadlines, work independently, and respond to requests in a timely manner.

Must have excellent organizational, written, and communication skills.

Must understand the principles of business and program development, marketing and cost-effectiveness.

Must be an innovative thinker, active listener, with the ability to work through and addresses all with respect and compassion.

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PHYSICAL DEMANDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS:

The conditions herein are representative of those that must be met by an employee to successfully perform the physical demands of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a field and standard office environment.

Physical: primary functions require sufficient physical ability and mobility to work in a field and office setting. **Works in the field at least 50% of the time.**

- Must be able to learn and comprehend basic instructions and orientation to the job.
- Must have strong attention to detail and ability to independently problem solve with interruptions.
- Must be able to communicate clearly and exchange information with other staff and the public.
- Must be able to work with frequent interruptions.
- Must have the ability to understand the meanings of words and respond effectively and be proficient in speaking, writing and reading English.
- Must be able to express or exchange ideas by means of the spoken word to impart oral information to clients or to the public and to convey detailed spoken instructions to other workers accurately, loudly or quickly.
- Must be able to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard frequently.
- Must be able to frequently work with computers.
- Must be able to sit frequently.
- Must be able to stand occasionally.
- Must be able to stoop, bend, reach, twist, crouch, and kneel occasionally.
- Must be able to lift an object up to 11-24 lbs. raising or lowering it from one level to another occasionally.
- Must be able to transport an object up to 11-24 lbs. usually holding it in the hands or arms for 100 ft. occasionally.
- Must be able to push/pull an object up to 11-24 lbs.occasionally.
- Must be able to drive auto equipment frequently.
- Must be able to work irregular shifts (shifts not between 8:00 a.m. and 5:00 p.m.) occasionally.
- Must be able to maintain body equilibrium to prevent falling when walking, standing and crouching.
- Must be able to have hand exposure to the public and staff frequently.
- Must be able to frequently work in a fast pace office with frequent interruptions and meeting deadlines.
- Must be able to see in the normal visual range with or without correction doing close eye work.
- Must be able to hear in the normal audio range with or without correction.

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- Hands – repetitive motion frequently
- Hands – fine manipulation frequently
- Hands – gross manipulation occasionally
- Grasping: Right – simple grasp frequently
Left – simple grasp frequently
Right – firm grasp occasionally
Left – firm grasp occasionally

Simple grasp = under 50 lbs.

Firm grasp = over 50 lbs.

Occasionally = 1 – 33%

Frequently = 34 – 66%

Constantly = 67 – 100%

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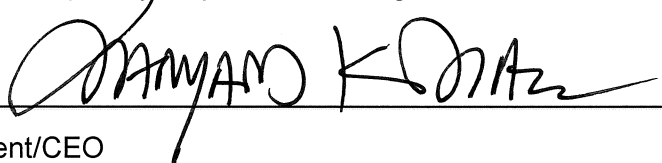
STANDARD OF PERFORMANCE AND ACCOUNTABILITY:

All employees will maintain high standards of integrity and business ethics, will abide by the organization's compliance program, rules, policies and procedures, applicable laws and regulations, will conduct self in an honest, ethical manner and report promptly any suspected violation of compliance standards to the Compliance Officer.

All employees will abide by the Injury and Illness Prevention Program (IIPP).

All employees will be held accountable in meeting all functions as defined within the scope of their job description, which includes all goals and objectives set for the position.

If accountability standards are not met, the employee may be given an oral warning followed by a written warning. However, the organization reserves the right to proceed directly to a written warning or separation from employment for misconduct or performance deficiency without resort to prior disciplinary steps when the organization deems such action is appropriate.

President/CEO  Date 1-4-19

Supervisor Date _____

Employee Date _____