

WESTMINSTER VILLAGE

JOB DESCRIPTION

TITLE: Director of Community Outreach

EXEMPT STATUS: Exempt

REPORTS TO: Administrator

GENERAL SUMMARY:

The Marketing and Community Outreach Manager is responsible for planning, developing, directing and coordination of all aspects of marketing Westminster Village Health & Rehab including telephone contact, direct sales advertising, and community outreach.

PRINCIPLE DUTIES:

Essential Job Duties:

1. Plans, develops and executes all aspects of Westminster Village Health & Rehab sales.
2. Obtains referrals from hospital social workers, physicians, or family members keeping wait lists current.
3. Works with the prospective resident, family members, and key influencers (physician, attorney, trust officer, as appropriate) to facilitate a timely and beneficial commitment to the Westminster Village Health & Rehab. This includes frequent personal contact with the prospective resident including but not limited to telephone calls, home or office visits, and tours as appropriate.
4. Responsible for the professional handling of all incoming inquiries. Manages the sales process through first inquiry to move-in.
5. Meets all sales and move-in objectives as outlined in the marketing plan.
6. Provides the Administrator with marketing planning information about opportunities or challenges to be used in the development of strategies for maintaining optimal occupancy levels.
7. Prepares and maintains accurate and timely records, analysis and studies as required, including an annual marketing plan.
8. Maintains complete confidentiality regarding admission information and resident records.

Essential Job Duties: (continued)

9. Assists in coordinating admissions/transfers/discharges with other departments.
10. Keeps updated about relevant, operational, competitive, and company information, in order to respond effectively to inquiries from contacts and convey an appropriate message regarding Westminster Village Health & Rehab.
11. Pre-qualifies sources of professional referrals to determine their ability to send qualified potential residents to Westminster Village Health & Rehab. Identifies those key decision makers and communicates with those involved in making or influencing the decision about making referrals to Westminster Village Health & Rehab.
12. Creates new and services existing relationships with professional referral sources. Including telephone contact, community tours, in-office visits at the professional's office, etc. All contact with the professional referral sources is accurately documented in the Leads Management System in a timely manner.
13. Participate in local organizations identified as bringing value, by making presentations and joining as a member where appropriate, in order to facilitate a broader knowledge of the industry and of Westminster Village Health & Rehab capabilities.
14. Adheres to Westminster Village Health & Rehab marketing and community guidelines including but not limited to, Fair Housing, Americans with Disabilities Act, Federal Do Not Call Regulations and HIPAA, including presentations and marketing materials.
15. Manages community/public relations to include health fairs, screenings, community education programs, continuing education credits and general outreach.
16. Addresses civic organizations, businesses, and service organizations, representing Westminster Village Health & Rehab in a positive manner.
17. Develops and implements special events and presentations targeted as community education, establishing and maintaining status for Westminster Village Health & Rehab as a premier provider.
18. Works with news media in conjunction with an ad agency for news releases and various articles.

Non-Essential Functions:

1. Assumes responsibilities for personal work areas and maintaining areas in a presentable manner.
2. Operates within budgetary guidelines.
3. Selects, trains, evaluates, and supervises marketing administrative personal.
4. Attends in-service training and education session as assigned.
5. Performs specific work duties and responsibilities as assigned by direct supervision or administration.

Knowledge and Skill Requirements:

1. Associates Degree in business/health care related field or two years experience in long-term care or other health care setting working with the elderly.
2. Thorough knowledge of outside resources, long-term care regulations, pre-admission screening, Medicare and Medicaid.
3. Admissions experience helpful.
4. Must demonstrate excellent verbal and written communication skills and have the ability to communicate and present in person, in writing and on the telephone effectively with both large and small groups in English.
5. Skill in use of computer software including MS-Word.
6. Must be able to generate a warm, friendly and caring manner on first impression.
7. Performs specific work duties and responsibilities as assigned by supervisor.

PHYSICAL REQUIREMENTS/WORKING CONDITIONS:

Must be able to concentrate with frequent interruptions. Must be able to walk for up to seventy five percent (75%) of the workday. Frequent walking, bending, reaching and stooping. Must be able to lift and carry up to fifty (50) pounds. Frequent off-property travel. Must possess reliable transportation and a valid driver's license.

HOSPITALITY FOCUS:

The Westminster Village fully embraces a culture of hospitality. To that end, we include the following hospitality promises as a guide for our interpersonal interactions with residents, co-workers, and guests:

1. We greet residents, employees and guests warmly, by name and with a smile.
2. We treat everyone with courteous respect.
3. We strive to anticipate resident, employee and guest needs and act accordingly.
4. We listen and respond enthusiastically in a timely manner.
5. We hold ourselves and one another accountable.
6. We embrace and value our differences.
7. We make residents, employees and guests feel important.
8. We ask “Is there anything else I can do for you?”
9. We maintain high levels of professionalism, both in conduct and appearance, at all times.
10. We pay attention to details.