**POSITION:** Director, Sales and Marketing

**REPORTS TO:** Chief Operating Officer (COO)

**POSITION PURPOSE**

The Director of Sales and marketing is responsible for all sales and marketing activities, meeting and exceeding defined growth goals, establishing and maintaining positive relationships with referral sources/clients, responding to referral source/client requests and concerns, providing client consultations and positively representing Recover Care throughout the community. The purpose of this position is to create meaningful relationships with key partners in the industry in order to serve more people.

**MAJOR RESPONSIBILITIES/JOB FUNCTIONS**

**Client Experience (Quality)**

* Regularly conducts research on quality in the home care space and works with COO on initiatives to differentiate Recover Care from competition
* Conducts consultations with potential clients and explains Recover Care differentiators and services
* Maintains a comprehensive understanding of community resources and assists referral sources and clients in accessing community resources should services not be provided by Recover Care
* Contributes to quality management initiatives and provides market research knowledge to QAPI plan development

**Clinical Outcomes (Compliance)**

* Maintains comprehensive working knowledge of Recover Care services and home health benefit at all times
* Maintains a comprehensive understanding of community resources and assists referral sources in accessing community resources in the event services are not provided by Recover Care
* Operates within scope of practice when making commitments to potential clients and referral sources
* Maintains updated documentation of lead status in Client Relationship Management (CRM) system

**Employee Engagement**

* Participates in, and encourages, a team-approach to ensure implementation of agency policies and procedures
* Acts as liaison between marketing strategy and internal operations
* Attends staff meetings
* Participates in strategic initiatives, as requested by COO
* Engages clinical staff in market analysis, seeking to understand field perspective

**Growth/Finance**

* Coordinates daily marketing operations including implementation of corporate marketing initiatives
* Continuously conducts market assessments and assists in developing a comprehensive growth plan designed to meet and exceed growth goals
* Cultivates and maintains a positive working relationship with current and potential referral sources
* Builds and monitors community, client, and client perceptions of Recover Care as a high quality provider of home care services
* Provides leadership in strategic planning including identifying opportunities for additional growth and services to address client needs
* Maintains a comprehensive working knowledge of Recover Care markets including key referral sources and competitor’s market positioning
* Completes > 40 in-person sales activities / week
* Creates and maintains active growth plan – continuously conducts market analysis and assists in developing a comprehensive marketing plan designed to meet and exceed growth goals
* Coordinates daily marketing operations including execution of corporate marketing initiatives

**Other Duties as Assigned**

* This job description is not intended to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**PERFORMANCE METRICS**

To gauge an employee’s performance, results are measured using the following indicators and goals

**Client Experience (Quality)**

1. Provides market research to COO, monthly, regarding quality trends in the industry
2. Place 40 in-person sales calls, per wee,k documented daily in CRM
3. Conduct 1 or more monthly presentation in the community

**Clinical Outcomes (Compliance)**

1. Documentation updates are completed in the CRM within 24 hours of connection

**Employee Engagement**

1. 100% Participation in Staff meetings, unless otherwise approved by supervisor

**Growth/Finance**

1. # of Referrals meets or exceeds budgeted forecast
2. 90% of SOC Assessments scheduled, are qualified clients

**QUALIFICATIONS**

1. Bachelor’s Degree – preferred degree in Marketing, Business Administration, or Healthcare Administration
2. At least 2 years of home care marketing experience preferred
3. Ability to market aggressively and deal tactfully with clients and the community.
4. Excellent communication and public relation skills.
5. Demonstrates autonomy, organization, assertiveness, flexibility and cooperation in performing job responsibilities
6. Experience utilizing Customer Relationship Management program, preferred

**WORK SCHEDULE**

Standard work week M-F, with possible on-call responsibilities. Actual hours scheduled are dependent upon agency needs.

I, the undersigned have read the contents of the Recover Care Mission and Philosophy as well as the job description and understand that I am accountable for all the duties and responsibilities outlined herein. Also, I understand that if I fail to achieve to the provisions of the Recover Care Mission and this position description I may be terminated.

Employee Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Supervisor Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_