**Outreach Coordinator- Full Time**

**Westminster Canterbury at Home**

3181 Shore Drive Virginia Beach, VA 23451

**JOB DESCRIPTION**

The Outreach Coordinator is responsible for planning and implementing marketing and sales activities for Westminster-Canterbury at Home programs. Major functions include developing and maintaining referral sources, service coordination, promoting and communicating the image and philosophy of Westminster-Canterbury at Home, sales support to programs, and referral of clients to appropriate and desired services.

**RESPONSIBILITIES**

Within the limits of authorized corporate policies, procedures, standards, programs, and budgets, is responsible for, and has commensurate authority to accomplish the following duties.

* Develops and maintains contact with key, targeted referral sources toward the generation of new referrals. Develops new referral sources and follows up with discharged clients to determine their need to re-establish services. Provides referral sources with current information on services. 50%
* Responsible for achievement of individual sales/volume goals as developed and prioritized by Administrator of Home Care. Develops and coordinates referrals leading to these programs. Coordinates and facilitates client referral and intake, conducts, as needed, a pre-admission review of clients and obtains, as appropriate, written orders from physicians. 30%
* Appropriately identifies needs of community seniors. Coordinates education and program services to meet identified needs. 10%
* Develops the annual Marketing Plan with the Administrator of Home Care and participates in on-going planning and marketing evaluation activities, including on-going competitive analysis, marketing needs assessments, and tracking of referrals. Teams with Administrator toward accomplishment of financial goals. 5%
* Participates in activities and events that promote the image of Westminster-Canterbury at Home. 2%
* Participates in department and program planning meetings. Reports information to program staff on marketing issues and facilitates coordination of marketing activities. 1%
* Attends local training as needed on sales and marketing principles methods. 1%
* Maintains current knowledge of funding and government regulations. 1%
* Performs other job duties as assigned. Varies

**QUALIFICATIONS**

* Must have a Bachelor’s Degree or equivalent in related field or Registered Nurse
* One year experience in home health work environment
* Experience in marketing activities, preferably in the home health environment
* Two years of sales experience desired, preferably in the home health environment
* Demonstrated excellence in communication and customer service skills
* Ability to develop and maintain long term relationships with potential referral resources and customers
* Ability to market home health services
* Ability to develop Marketing Plans, including evaluation and assessment of marketing activities
* Ability and desire to serve seniors in meeting their home health needs
* Highly motivated, confident, self starter
* Proficient in the use of word processing, spreadsheet, and calendar management software.
* Valid Virginia state driver’s license
* Motor Vehicle Driving Record satisfactory to Westminster-Canterbury and its insurance providers
* Proof of motor vehicle insurance
* Physical Requirements:
* Driving car/sitting: Typically up to 7 hours/day
* Walking/climbing stairs: Typically 1 hour/day

**BENEFITS**

* Health & Dental Available Day 1 for new employees!
* Dental Insurance
* Life Insurance
* Long-term Disability Insurance
* Medical Insurance
* Short-term Disability Insurance
* Employee Assistance Program
* Retirement Plan with employer match
* Paid Time Off (PTO)
* Employee Discounts
* Excellent Advancement Opportunities
* Scholarship Program for Employees/Family Members
* Tuition Assistance
* Six paid holidays
* Vision