**Marketing and Outreach Coordinator (Skilled Nursing)**

**Westminster Canterbury on Chesapeake Bay**

3100 Shore Drive Virginia Beach, VA 23451

**JOB DESCRIPTION**

The Marketing & Outreach Coordinator is responsible for planning and implementing marketing and sales activities for Westminster-Canterbury on Chesapeake Bay’s Stone Rehabilitation Center. Major functions include developing and maintain referral sources, transition of care coordination, support of digital marketing campaign while promoting and communicating the services and mission of Stone Rehabilitation Center.

**RESPONSIBILITIES**

* 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.
* Responsible for achievement of individual sales/volume goals as developed and prioritized by Healthcare Administrator/Admissions Director. Coordinates and facilitates client referral and intake, conducts, as needed, a pre-admission review of prospective short stay patients.
* Appropriately identifies current/future needs of community seniors and coordinates education and program services to meet current needs. Plans programs and makes recommendations on future service lines based on market need.
* Develops annual Marketing Plan with the Healthcare Administrator/Admissions Director and participates in on-going planning and marketing evaluation activities, including on-going competitive analysis, marketing needs assessments, and tracking of referrals. Contributes census growth toward accomplishment of center’s financial goals.
* Completes physician visits weekly with patient outcome data to highlight center’s service line and patient outcomes.
* Participate in weekend on-Call rotation for Admissions Department in support of census management
* Develops and maintains appropriate marketing material inventory to support marketing efforts and events.
* Responsible for coordination/maintenance of Stone Rehabilitation Center website/content as well as managing social media accounts related to Stone Rehabilitation Center.
* Participates in activities and events that promote the brand of Stone Rehabilitation Center both on and off campus.
* Participates in department and program planning meetings. Reports information to program staff on marketing initiatives/opportunities and facilitates coordination of marketing activities.

**QUALIFICATIONS**

* Bachelor’s Degree or equivalent work experience in related field
* Experience in marketing activities, preferably in the post-acute healthcare field with sales experience desired.
* A highly motivated, confident, self-starter with demonstrated excellence in communication and customer service skills. Ability to develop and maintain appropriate relationships with potential referral resources and customers. Ability to develop marketing plans including evaluation and assessment of marketing activities. Proficient in the use of computer programs/applications. Valid VA State Driver’s license and reliable transportation with proof of motor vehicle insurance.
* Social Media and Website management.
* Ability to walk/climb stairs continuously throughout the day. Ability to carry/manage computer, marketing materials and other work required equipment for several hours/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