

JOB DESCRIPTION

TITLE: Director of Marketing & Strategic Planning

FUNCTION: Promotes the reputation, company name, products, goodwill and service of through advertising, direct mail, public relations and presentations. Works in conjunction with the Sales Manager to monitor and evaluate opportunities within the health care industry and make recommendations regarding the same so as to increase sales and continually improve the care and service delivered to Organization clients. Generates new and maintains current payer (specifically managed care) contracts. Currently, the Director of Marketing also acts as the coordinator and liaison to JCAHO.

HAS SUCH DUTIES AS:

1. Under the supervision of the President, manages all aspects of marketing including development, revision and implementation of Organization marketing efforts.
2. Works with Sales Manager to develop marketing efforts in response to perceived client needs.
3. Acts as liaison and contact for outside advertising, marketing and public relations entities.
4. Acts as liaison and contact for managed care contracts and works to generate new contracts with pay sources.
5. As JCAHO coordinator and liaison, works to ensure overall Organization compliance with JCAHO standards. Under direction of the President, responsible for revising agency policies and procedures regarding the same. Responds to JCAHO inquiries and requests for information and documentation on behalf of the President.

POSITION REQUIREMENTS:

1. Bachelors degree.
2. Previous experience in marketing, advertising and public relations, preferably in the healthcare industry.
3. Prior experience with regulatory compliance.
4. Excellent writing and verbal skills.

Quantity of Work: 0 1 2 3

- 1) Completes all assigned work during scheduled shift.
- 2) Completes reports in the requested time frame.
- 3) Takes remedial action on any errors encountered in normal operations.
- 4) Prioritizes and organizes work on a daily basis.

Supportive Documentation and Comments: _____ Total Points: _____

_____ Average: _____

Knowledge of Job: 0 1 2 3

- 1) Demonstrates understanding of care and services offered and Organization processes.
- 2) Demonstrates awareness and understanding of job description and job responsibilities.
- 3) Attends staff meeting and provides input at the same.
- 4) Demonstrates understanding of collaborative work and management.

Supportive Documentation and Comments: _____ Total Points: _____

_____ Average: _____

Judgment and Decision Making:

0 1 2 3

- 1) Consults with supervisor when unusual or urgent situations occur. Does not make impulsive decisions.
- 2) Insures that correct authorizations are obtained prior to initiating action.
- 3) Is able to make critical decisions if called upon to do so or if a situation necessitates such decisions to be made.

Supportive Documentation and Comments: _____ Total Points: _____

_____ Average: _____

Reliability and Initiative:

0 1 2 3

- 1) Arrives on time at start of the work day.
- 2) Returns promptly from lunch/breaks.
- 3) Provides proper notification for scheduled absences.
- 4) Follows procedures for reporting tardiness.
- 5) Attends to personal affairs without letting them disrupt work schedule.
- 6) When requested, is willing to work additional hours.
- 7) Recognizes the needs for and performs additional, unassigned tasks.
- 8) Helps coworkers.
- 9) Maintains work area in an orderly manner.

Supportive Documentation and Comments: _____ Total Points: _____

_____ Average: _____

Safety and Infection Control

- 1) Is knowledgeable on infection control practices.
- 2) Demonstrates knowledge of safety policies and procedures.
- 3) Completely understands and can describe emergency/disaster procedures (e.g., what to do in the event of a disaster)

Supportive Documentation and Comments: _____ Total Points: _____

_____ Average: _____

PERFORMANCE EVALUATION SUMMARY SHEET

POSITION: _____

	QUALITY OF WORK	QUANTITY OF WORK	KNOWLEDGE OF JOB	JUDGMENT AND DECISION MAKING	RELIABILITY AND INITIATIVE	OVER ALL RATING
# OF POINTS						
# OF STANDARDS						
AVG.						

Developmental Goals & Training needs: _____

Employee Comments: _____

Supervisor Comments: _____

Supervisor Signature: _____

Date: _____

Employee Signature: _____

Date: _____