



DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT

Date:	Last Revision Date: January 1, 2023
Facility Name:	
Employee Name:	Reports To: CEO
Department: Marketing	
FLSA Status: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt	

JOB SUMMARY

Is the individual primarily responsible for the planning and execution of all marketing efforts including public relations, marketing, and sales to ensure full occupancy of the facility. Manages and directs the staff in the Marketing and Business Development Department. Provides administration with summaries and recommendations from market research evaluations. Coordinates the production and placement of advertisements. Integrates the hospital's mission and "Guiding Principles" into daily practice.

ESSENTIAL FUNCTIONS

Essential functions are those tasks, duties, and responsibilities that comprise the means of accomplishing the job's purpose and objectives. Essential functions are critical or fundamental to the performance of the job. They are the major functions for which the person in the job is held accountable. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Has full management authority and responsibility for all operations in the Marketing and Business Development Department and is expected to spend the majority of his or her time managing and directing all of the functions of the department. Achieves budgeted volume goals for average daily census (ADC) and admissions.			
2. Uses expertise in marketing and business development and independent discretion and judgment to develop, implement, evaluate and refine strategic marketing and sales plans based upon data, trends, and market needs			
3. Uses expertise in marketing and business development and independent discretion and judgment to develop individual clinical liaison goals and monitors results for sales calls, referrals, admissions, outpatient visits, etc.			
4. Effectively utilizes electronic applications/systems to ensure liaison team effectively tracks sales activity, maintains client profiles, develops monthly sales plans, and ensures compliance with company's standards of Business Conduct.			
5. Ensures competency adherence for clinical liaisons.			
6. Works with Administrator, Controller, and National Director of Marketing and Business Development to negotiate/re negotiate contracts with payors to generate volume. Is expected to independently handle such negotiations when required.			
7. Uses expertise in marketing and business development and independent discretion and judgment to coordinate all marketing and public relations activities such as exhibits at conferences, seminars/in-services, advertising, media relations, government relations, etc.			

8. Works in conjunction with clinical leadership to develop and promote new programs and services.			
9. Hires, trains, motivates, counsels, disciplines, terminates and rewards staff appropriately. Develops and conducts ongoing marketing/sales training for staff.			
10. Collaborates with Human Resources on recruitment and retention initiatives for the hospital as needed. Participates in employee recognition and appreciation activities.			
11. Takes Administrator Call in rotation with other hospital management team members, during which time employee will be expected to make critical administration-level decisions regarding emergency and other administrative matters in all departments of the hospital which arise during the call period.			
12. Performs other duties as assigned to support overall effectiveness of the department.			
E = Exceptional S = Successful N = Needs Improvement	Total #		

CONTACTS	
Supervises	<input checked="" type="checkbox"/> Approx # of direct reports <u>8</u> <input type="checkbox"/> Approx # of indirect reports _____ <input type="checkbox"/> No supervisory responsibilities <input type="checkbox"/> No supervisory responsibilities, but may serve as mentor to others in the dept
Age of Patient Populations Served <i>(check all that apply)</i>	<input type="checkbox"/> Pediatrics <input checked="" type="checkbox"/> Adolescents <input checked="" type="checkbox"/> Adults <input checked="" type="checkbox"/> Geriatrics <input type="checkbox"/> No direct patient contact
Internal Contacts <i>(check all that apply)</i>	<input checked="" type="checkbox"/> Patients <input checked="" type="checkbox"/> Providers (i.e., physicians) <input checked="" type="checkbox"/> Staff (i.e., clinical and admin support staff) <input checked="" type="checkbox"/> Volunteers <input type="checkbox"/> Others: _____
External Contacts <i>(check all that apply)</i>	<input checked="" type="checkbox"/> Patients <input checked="" type="checkbox"/> Providers <input checked="" type="checkbox"/> Vendors <input checked="" type="checkbox"/> Community agencies and advocates <input checked="" type="checkbox"/> Regulatory agencies <input type="checkbox"/> Others: _____
MINIMUM JOB REQUIREMENTS	
Minimum Education and Experience	<ul style="list-style-type: none"> Three to five years current experience in healthcare required, preferably in a hospital setting or sales. Strong background in client services and relationship management preferred. Supervisory/leadership experience required. Current, valid, and active driver's license, auto insurance, and clean driving record required. Ability to travel using publicly available air and ground transportation. Bachelor's degree in healthcare field, marketing, or related field preferred.
Required Knowledge, Skills, and Abilities	<ul style="list-style-type: none"> Demonstrates an understanding of patient mix, regulatory requirements, reimbursements, etc. that impact overall hospital operations. Demonstrates general computer skills including: data entry, word processing, email, and record management. Effective organizational and time management skills. Effective written and verbal communication skills. Ability to maintain quality and safety standards. Ability to maintain proper levels of confidentiality. Ability to work closely and professionally with others. Ability to develop and implement strategic sales plans. Ability to meet tight deadlines in relation to reports, plans, projects and other job responsibilities

PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift.

General Activity	Number of Hours				
	1-2	2-4	4-6	6-8	None
Stand/Walk	X				
Sit				X	
Drive	X				

Motion	<u>Up to 1/3 of the time</u>	<u>1/3 or more of the time</u>
	Bend	X
Squat		
Crawl		
Climb		
Reach	X	
Lift	X	
Carry	X	
Push	X	
Pull	X	

Use of Hands/Feet	<u>Gross Motor Function</u>	<u>Precise Motor Function (Fine Manipulation)</u>
	Right Hand	X
Left Hand	X	
Right Foot	X	
Left Foot	X	

Weight Lifted/Force Exerted <i>Show how much weight or force and how often by checking the appropriate boxes.</i>	<u>Up to 1/3 of the time</u>	<u>1/3 or more of the time</u>
	Up to 10 lbs	
Up to 25 lbs	X	
Up to 50 lbs		
Up to 100 lbs		
More than 100 lbs		

Body Fluid Exposure	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
----------------------------	--

List any other physical requirements:	<ul style="list-style-type: none"> Sufficient manual dexterity to operate equipment and computer keyboard Close vision and the ability to adjust focus
--	--

I have read this job description and understand the information outlined above.

Employee Name (*Please Print*) _____

Employee Signature _____ Date: _____

Authorizing Name and Job Title (*Please Print*) _____

Authorizing Signature _____ Date: _____

REVISION HISTORY (HR USE ONLY)