



Community Relations Coordinator

Job Code: CMRC - 118
Revision Date: Dec 21, 2018

Salary Range:
\$22.40 - \$36.64 Hourly
\$1,792.00 - \$2,931.20 Biweekly
\$46,586.00 - \$76,210.00 Annually

FLSA: Exempt

Overview

We are an agency committed to innovative behavioral health services in trauma-informed care that promote healing and recovery to instill a sense of empowerment and foster a lifelong sense of resilience.

General Description

The purpose of this job is to provide development support for selected clinical programs through the coordination of market research, scheduling meetings and presentations for continual generation of new referral sources. Coordinate marketing efforts to obtain referrals and establish new referral sources by planning and organizing daily work schedules to call on existing or potential source and other factors.

This class works under general supervision, independently developing work methods and sequences.

Duties and Responsibilities

The functions listed below are those that represent the majority of the time spent working in this position. Management may assign additional functions related to the type of work of the position as necessary.

- Adjusts content of sales presentations and other materials by studying the needs of differing patient populations.
- Assists in the creation of marketing materials such as flyers, brochures, referral pads, etc. for EHN services being promoted.
- Visit local physicians to promote EHN services for consumer referrals.
- Prepares weekly report of what accomplishments were met to include visits made, meetings attended and if any "new consumers" were referred for services.
- Assists in planning of promotional events for EHN services to the community.
- Focuses sales efforts by studying existing and potential encounter volume.
- Monitors competition by gathering current marketplace information on pricing, new services, clinical and customer service enhancements, etc.
- Recommends changes in products, service, and policy by evaluating results and competitive developments.

- Represents EHN clinical programs to area physicians, inpatient facilities, governmental and social service agencies and all other possible referral sources.
- Organize periodic educational events highlighting clinical programming.
- Performs other duties as assigned.

Minimum Education and Experience Requirements

Requires a Bachelor's Degree in Communication, Marketing or closely related major supplemented by two (2) years of experience in sales, marketing or related field; or possession of any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities.

Experience with trauma-informed services; cognitive behavioral therapies, including DBT; and motivational therapies including the use of incentives, preferred.

Required Knowledge and Abilities

Knowledge of trauma-informed theories, principals, and practices (includes multi-faceted understanding of concepts such as community trauma, intergenerational and historical trauma, parallel processes, and universal precautions), preferred.

Physical Demands

Performs light to medium work that involves walking or standing virtually all of the time and also involves exerting between 20 and 50 pounds of force on a regular and recurring basis or skill, adeptness and speed in the use of the fingers, hands or limbs on repetitive operation of mechanical or electronic office or shop machines or tools within moderate tolerances or limits of accuracy.

Unavoidable Hazards (Work Environment)

- Involves routine and frequent exposure to:
 - Bright/dim light; Dusts and pollen.
 - Extreme heat and/or cold; Wet or humid conditions.

Special Certifications and Licenses

- Must possess and maintain a valid state Driver's License with an acceptable driving record.
- Must be able to pass a TB, criminal background and drug screen.

Americans with Disabilities Act Compliance

Emergence Health Network is an Equal Opportunity Employer. ADA requires Emergence Health Network to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

Other Job Characteristics

- Staffing requirements, including criteria that staff have diverse disciplinary backgrounds, have necessary State required license and accreditation, and are culturally and linguistically trained to serve the needs of the clinic's patient population.
- Credentialed, certified, and licensed professionals with adequate training in person-centered, family centered, trauma informed, culturally-competent and recovery-oriented care.

Note: This Class Description does not constitute an employment agreement between the Emergence Health Network and an employee and is subject to change by the Emergence Health Network as its needs change.