

The Marketing and Communications Manager

Hospicare seeks a talented communications, marketing, and networking professional to play a lead role growing the agency's visibility and the community's understanding and appreciation of Hospicare's services. The Marketing and Communications Manager will lead referral partner engagement activities and tracking. The successful candidate will be a great networker and communicator able to strengthen Hospicare's working relationships with local skilled nursing facilities, assisted living facilities, hospitals, and doctors' offices. The ultimate goal of the work will be to increase the number of patients Hospicare cares for.

In addition, the Marketing and Communications Manager will serve as one of the agency's main storytellers, helping to gather and record and write about real examples of patient care, grateful families, and how our interdisciplinary clinical teams support patients and their caregivers.

Job Duties Include

- Establish trust with referral sources through personalized quarterly reviews, discussing referral trends, sharing patient care outcomes, and broadcasting the benefits of hospice and palliative care
- Implement consistent follow-ups with 25-35 referral partners on a regular basis
- Help track all outreach activities and results to measure success
- Advise the clinical outreach team on outreach needs and outcomes
- Assist in the design and distribution of surveys to referral partners and the general public to identify key needs, preferences, and potential areas of improvement
- Frame hospice and palliative care stories attractively for the public and clinical partners
- Collaborate with clinical staff to source meaningful patient stories
- Make regular visits to ALFs and Rehabs
- Make bi-weekly visits to area hospitals
- Make visits as needed to local physician offices
- Create online content, in collaboration with the Community Events and Development Associate and/or the Director of Development and Community Relations, about Hospicare's services for social media and print outlets

Required Qualifications

- 4-year college degree or equivalent experience
- Strong interviewing and writing skills
- Some networking, direct sales, or marketing experience
- Data analysis abilities
- Excel and Word

Preferred Qualifications

- Knowledge of the local medical system and community
- Experience working with or at a medical or care facility
- Journalism or community organizing experience
- Some video production and editing experience
- Past success in sales and marketing

This is a 35-hour/week position with generous benefits and paid vacation and holidays. The Marketing and Communications Manager will report to the Director of Development and Community Relations and as well as work closely with the clinical team under the direction of the Director of Patient Services.

The pay for this position will be in the \$29/hour - \$33/hour range.

To apply, please visit www.hospicare.org/careers/.