



POSITION DESCRIPTION

Senior Services Marketing Specialist	
Departments: Senior Services (Adult Wellness Center and Home Care Services)	Status: Regular Full-time, Exempt
Reports to: Director of Senior Services	Last Reviewed: October 2023
Titles reporting to this role: None	Next Review Date:

Position Summary:

Under the supervision of the Senior Services Director, this position is responsible for designing, coordinating, and implementing an effective and strategic marketing plan on behalf of Casa Central's Senior Services programs.

The Marketing Specialist must possess knowledge of principles and methods for promoting, advancing, and marketing Senior Services. The Marketing Specialist will utilize effective marketing strategies and engage in a variety of marketing activities, to increase participant enrollment and revenue for Casa Central's Senior Services programs (e.g., researching and pursuing new prospective referral sources, developing new community partnerships, and enhancing relationships with existing referral sources).

This position is responsible for meeting marketing objectives and reporting results on a weekly basis; discussing successes and opportunities, and demonstrating documented progress related to marketing efforts.

Essential Duties and Responsibilities

Include the following, other duties as assigned:

Marketing Activities & Coordination

Increase program enrollment and participant base for the Senior Services programs through marketing. In collaboration with the Director, create, coordinate, and implement an effective and strategic marketing plan on behalf of the agency's Senior Services, to include tracking of progress and results.

Identify prospective referral sources (care coordination units, MCOs, hospitals, churches, etc.)
Attend and participate in industry related events such as conferences, senior health fairs, and Senior Care related networking events for the purpose of growing participant base.

Promote senior services on a regular basis through outreach activities and one-on-one meetings with key people (Social Workers, Hospital Discharge Planners, etc.) to promote the programs and the agency. Provide interested participants with service brochures, promotional items, and agency information, and conduct timely follow-up phone calls.

Collaborate with the agency's marketing department to ensure agency branding and communication guidelines are adhered to.

Other duties as assigned by the Senior Services Director.

Stakeholder Relationships & Partnerships

Develop and maintain cooperative relationships with professional referral sources to obtain referrals. These include, but are not limited to, Care Coordination Units, Managed Care Organizations (MCOs), Hospital social workers and discharge planners, Medical Clinics, and any other industry related institutions positioned to make referrals on behalf of potential participants.

Build referral sources by researching and contacting various MCOs and IDOA care coordination units, hospitals and medical clinics and other healthcare service providers; provide program information, conduct presentations, and maintain positive relationships with key community partners.

Community Outreach

Coordinate and participate in daily/ weekly/ monthly marketing activities and/or community outreach events, including a minimum of four (4) community outreach activities per month (e.g., senior services related health and wellness fairs, visits to care coordination units, MCO offices, community social service agencies, etc.) to promote the Adult Wellness Center and Home Care Services programs. May represent the agency's older adult services programs in marketing events and other promotional activities.

Performance & Quality Management

Is actively involved and knowledgeable of the agency's Performance Quality Improvement process and supports all PQI activities. Incorporates the agency's mission, philosophy, and core values into daily work and decision-making. Adheres to agency policies and procedures.

Participate in regular supervision with the Director. Participate in staff meetings and other meetings when necessary. Engage in professional development training, as needed, to enhance professional skills.

Nurture positive and collaborative working relationships with other agency staff and outside providers. Cultivate a professional and respectful work environment, modeling, and initiating resolution strategies, when needed.

Submit personal time sheets and ensure compliance with agency and funder guidelines. Accountable for daily activities within the allowable activities approved by the agency. Promptly report situations that pose a threat to staff, participants, or agency, according to the agency's Incident / Accident Reporting procedures and IDOA Critical Event Reporting procedures.

General Requirements:

Sensitivity to cultural diversity is required. Will be subject to drug and alcohol screening, as well as aptitude and skills' testing. To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodation may be made to perform the essential functions.

Education/Experience:

Bachelor's Degree required in Business Administration / Marketing or related field. Three to four years of relevant experience in Senior Care marketing/sales or related field with strong business development experience is preferred.

Other Skills/Experience:

Verifiable record of previous revenue and business growth
Senior Service Industry experience is preferred.

Certification:

Sales/ Marketing Related Certificates preferred.

Language Skills:

Bilingual in Spanish and English required. Must possess excellent communication skills, oral and written.

Computer Literacy & Knowledge Skills Abilities:

Computer literacy is required. Must be proficient in the use of Microsoft Office applications including Outlook, Word, Publisher, and Excel, to enter and retrieve data as needed, as well as for development of marketing materials/ presentations.

Mathematical Skills:

High school-level math skills are required. Ability to prepare statistical reports regarding marketing activities / outcomes.

Operating Environment and Working Relationships:

Ability to work independently and collaboratively, as indicated. This position interacts regularly with multi-level staff throughout the agency. Must develop and maintain positive and professional relationships with internal and external stakeholders. Must demonstrate tact, professional composure and diplomacy when interacting with others. Must work collaboratively with diverse populations. Must develop and maintain strategic relationships with community partners.

Must be able to develop and maintain professional, service-oriented working relationships with community partners and referral sources, IDOA Care Coordinators and MCO representatives. Must develop strong knowledge related to IDOA's Community Care Program (CCP) and the Managed Care Organizations.

Decision Making Authority:

Under the guidance of the Senior Services Director, this position must demonstrate the ability to work independently in executing tasks, utilizing good judgment and sound decision-making; must demonstrate discernment regarding issues or situations, which warrant supervisory attention.

People Management:

This position does not directly supervise others.

Other:

Must have exceptional marketing and sales skills; knowledge of principles and methods for showing, promoting, and selling services. This includes marketing strategies and tactics, and ability to convey program information comprehensively and effectively.

Must possess excellent interpersonal and communication skills, and ability to work in a professional and confidential capacity. Must demonstrate strong relationship building skills to establish and maintain effective working relationships.

Must possess good time management and organizational skills.

Personal vehicle and valid current Driver's License and Insurance are required including maintaining a good driving record while employed by Casa Central.

Must be able to travel throughout the Greater Chicago Metropolitan Area, including its surrounding suburbs, to participate in community events and visit community partners.

This position requires the ability to work a flexible schedule, including some evenings or weekends to participate in marketing events.

Remote Work/Technology (WIFI)/Mobile Phone Usage:

Eligible for remote work but not eligible to receive a personal mobile reimbursement. A request for a technology reimbursement must be submitted within 30 days of incurring the expense.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit, talk and hear. The employee frequently is required to use hands. Must be able to lift and carry up to 25lbs.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Disclaimer:

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. The content of this job description is not intended to be constructed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

I acknowledge and understand that:

Receipt of the position description does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.

- The job description provides a general summary of the position in which I am employed, that the contents of this job description are job requirements, and, at this time, I know of no limitations which would prevent me from performing these functions with or without accommodation. I further understand that it is my responsibility to inform my supervisor at any time that I am unable to perform these functions.
- Job duties, tasks, work hours and work requirements may be changed at any time.

Employee Signature/ Firma de Empleado: _____

Date/ Fecha: _____

