



JOB DESCRIPTION

COMPANY: Windward Life Care

JOB TITLE: Community Relations Manager – North County

REPORTS TO: Director of Business Development

EMPLOYMENT STATUS: Full-Time, Salaried

FLSA STATUS: Exempt

DEFINITION:

An external sales position covering North San Diego County (both coastal and inland) with responsibility for meeting monthly sales targets through varied sales and business development activities. Develops and maintains relationships with professional referral sources, and generates leads for prospective clients. Cultivates strategic partnerships with individuals and organizations in the local aging services community. Promotes quality and appropriateness of services that align with Windward Life Care's mission to enrich the lives of our clients through services that foster a sense of purpose throughout the lifespan. This full-time position requires occasional work on evenings and weekends.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Plan and execute effective sales strategy

- Develop and implement a comprehensive plan to identify new referral sources, manage relationships with existing referral sources, and achieve sales targets
- Manage a set of sales accounts utilizing needs-based selling techniques with local professionals in a position to regularly refer clients to Windward Life Care's care management and in-home care services; manage key accounts using company's customer relations management (CRM) database program
- Represent Windward Life Care at targeted professional networking events, to identify new potential referral relationships
- Collaborate with Director of Business Development to ensure close coordination of all external sales activities
- Review sales results with company partners monthly, monitoring key measurements including referrals for new potential clients, assessments scheduled, and new client revenue

Manage strategic partnerships within the local aging services community

- Cultivate partnerships with individuals and organizations within the local business and aging services industry to enhance the Elder Care Guides brand and develop new business opportunities
- Develop and maintain a company continuing education program

SECONDARY DUTIES AND RESPONSIBILITIES:

- Support the internal sales function, in collaboration with Client Services Representative and Director of Business Development, by responding as needed to leads and inquiries, qualifying prospective new clients, and closing sales through the scheduling of assessments and consultations

- Support the marketing and brand management functions in collaboration with Director of Business Development, through participation as needed in strategic community events, networking activities, and the planning of professional education and outreach events
- Work with Director of Business Development to encourage the participation of all WLC staff in the sales effort
- Participate in weekly operations meeting at main WLC office
- Other duties as assigned

ESSENTIAL REQUIREMENTS:

1. Experience establishing sales referral relationships with physicians' offices, skilled nursing facilities, attorneys, and fiduciaries
2. Knowledge of North County community resources and health care delivery systems
3. Knowledge of needs-based sales techniques (e.g. SPIN Selling®)
4. Experience using sales and marketing techniques to generate new business
5. Strong written and verbal communication skills
6. Working knowledge of the provision of health care in a variety of settings
7. Two years of clinical experience in working directly with the elderly or disabled populations
8. Proficiency in the use of laptop computers, smart phone, Microsoft Office Suite, and CRM
9. Ability to work independently, organize travel efficiently, manage multiple projects effectively, and report mileage, expenses, and billable hours accurately
10. Active driver's license, clean driving record, and reliable vehicle

PREFERRED REQUIREMENTS:

1. Bachelors and/or Masters degree in social work, gerontology, or a related field
2. Geriatric care management experience
3. Experience with internet marketing and social media platforms
4. Experience with public speaking

SUPPLEMENTAL INFORMATION: Many of the essential functions of this position are characterized by physical work requiring such physical activities as standing, pushing, pulling, stooping, kneeling, crouching, and reaching. Ability to drive or take public transportation to client locations is also required, and providing incidental transportation using your vehicle or a client's vehicle may also be required.

CERTIFICATION OF APPLICANT

I fully understand this description and acknowledge that it may be revised by my employer at anytime. I represent I am fully qualified to perform the position described and can, with or without reasonable accommodations, perform the essential functions. Please list any accommodation necessary to enable you to perform the essential functions of this position:

I understand any misrepresentation, falsification or material omission of information in this certification or my employment application may result in denial of employment or my immediate dismissal from employment.

Employee or Applicant Signature: _____ Date: _____