

ALBRIGHT LIFE CENTER

Living Independently for Elders

POSITION
6-13(17)

AUGUST 8, 2017

TITLE: Community Outreach Coordinator

DEPARTMENT: Albright LIFE

SUPERVISOR: LIFE Director of Outreach

SHIFT: 1st shift

Full time 40 hours/week

LOCATION: LIFE Lancaster

BRIEF DESCRIPTION: Carries out strategic outreach, marketing and referral source objectives; develops specific task plans to achieve objectives; coordinates the implementation of those plans, and assists with the enrollment process as needed with her community contacts. Coordinates the intake and enrollment procedure to ensure an efficient admission process.

PRIMARY RESPONSIBILITIES:

- Maintains regular close contact with existing and potential referral sources. Distributes brochures, newsletters and other marketing materials. Educates physicians and office staff to identify appropriate referrals to LIFE.
 - Develops a database of email address for physicians and other referral sources. Prepares brief updates for distribution through Constant Contact.
 - Develop story ideas, assign writing and oversee publications and distribution of quarterly newsletter in conjunction with ACS Fund Development for LIFE.
 - Effectively prepares and submits in a timely manner, press releases, photos, social media posts/updates, etc.
 - Actively participates in marketing activities, e.g., senior fairs, balance screenings, brown bag medication reviews, canvassing senior hi-rises, open houses, etc. In conjunction with the LIFE Program Director of Community Outreach and the VP of Marketing, develops promotional materials for these and other events
 - Prepares relevant feature articles for bi-monthly newsletter, Senior Sun Spotlight, Ask a Pro columns, etc.
 - Re-assesses an ongoing campaign to educate referral sources and provide opportunities for customer feedback. Works with LIFE Director of Outreach and VP of Marketing on development of the annual marketing plan.
 - Performs individual and group marketing presentations to potential referral sources.
 - Assists with the intake and enrollment process by facilitating the completion of documents needed for the LIFE process as well as supporting the Intake Team to implement successful census growth.
 - In conjunction with the VP of Marketing and LIFE Director of Outreach, identifies annual and long range marketing plan and specific strategies to accomplish goals and objectives utilizing all appropriate marketing modalities.
 - In conjunction with the LIFE Director of Outreach establishes outreach efforts that identify potential participants in the service area. Cultivates opportunities for collaboration with individuals and organizations throughout the service area.
1. Develops and leads events and public presentations as directed.

QUALIFICATIONS:

- Associates degree in business, or LPN or other clinical practitioner.
- Must have proven record of sales/account representative experience with a minimum of three years experience in the health care field, and minimum of one year working with the frail or elderly.
- Excellent verbal/written skills with prior public speaking and group presentation experience and ability to lead programs.
- Bilingual (Spanish/English) preferred; at a minimum, the ability to understand and to make one self understood to Spanish speaking individuals.
- Proven knowledge of community and health care resources available to seniors and their families.
- Must possess a valid PA driver's license and be able to travel and work flexible hours as needed.

PHYSICAL DEMANDS:

- Daily travel in and driving of an automobile.
- Occasional lifting up to 25 pounds, pushing/pulling up to 200 pounds (wheelchairs).
- Potential exposure to communicable diseases.
- Sits 50%, walks 25%, and stands 25%.