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## Marketing Representative – Hospice Liaison

### Description

The Marketing Representative – Hospice Liaison is engaged in establishing and building relationships with professional providers in the El Paso community and is responsible for working within the healthcare community to: assure that professionals are aware of the scope of Hospice services and have an understanding of admission criteria; have knowledge of information on community resources available to non-funded patients; effectively present the Hospice program of care; and assist in assuring that open and effective communication channels exist to facilitate the provision of the best possible in-home palliative services for patients and their families.

### Job Benefits

- Competitive Salary and Bonus Potential
- Generous Employer contribution toward Medical Insurance premiums
- Dental/Vision Benefits
- Company Paid Life Insurance with Additional Voluntary Life Insurance Option
- Employer Match 403(b)
- Paid Holidays
- Generous Vacation and Sick Leave

### Responsibilities

1. Responsible for completing market analysis and developing/implementing marketing plan to meet required goals.
2. Uses marketing plan to maintain and increase client/referral base.
3. Develops relationships with community referral base and potential referral sources to meet targeted financial objectives and annual budget.
4. Collaborates with Director of Marketing to develop monthly sales/marketing plan that will assist in maintaining/increasing current client base and identifying potential referral sources.
5. Develops and maintains client base profiles, including background, contact history, objectives, referral trends, etc.
6. Educates and maintains communication with referral sources to ensure customer satisfaction.
7. Participates in weekly sales/operations meetings with COO, Director of Marketing and agency staff to identify potential service recovery issues and new opportunities.
8. Ability to work both independently and as a team player.
9. Ability to work in a fast-paced environment with required quotas and goals.
10. Excellent interpersonal, organizational, communication and presentations skills.
11. Knowledge of sales & marketing techniques.
12. Extensive knowledge of physician, hospital, skilled nursing facility, ALF, case management and discharge planning service needs.
13. Knowledge of state, federal and other regulatory requirements related to the organization.

### Employment Type

Full-time

### Beginning of employment

Immediate Hire

### Job Location

El Paso, Texas

### Date posted

April 9, 2021

apply now

## Qualifications

1. Bachelor's Degree in marketing, business, or a health related science (i.e. nursing, pharmacy).
2. Minimum of two years hospice experience preferred.
3. Minimum of five years experience in sales or marketing.
4. Bilingual in the Spanish language preferred.

Apply Today!

**Please only apply if you meet minimum qualifications.**

We are hiring for this position immediately.