Title: Community Outreach Liaison

Status: Full-Time / Exempt

Minimum Qualifications
1. BA in marketing, communications or business. Equivalent education and experience may substitute for stated requirements.
2. Two (2) years of experience in sales and/or marketing, preferably in healthcare.
3. Excellent presentation, verbal and written communication skills.
4. Valid driver’s license, proof of acceptable automobile insurance coverage, and reliable transportation as specified by Hospice of Humboldt policies.
5. Reliable cell phone with local number and coverage.
6. Proficiency in a database application, Microsoft Word, Excel and a working knowledge of PowerPoint.

Preferred Qualifications
1. Proficiency with graphic design, including InDesign, Photoshop and Illustrator applications.
2. Experience in website content management; familiarity with WordPress.
3. Existing referral source relationships are highly desired.

Position Overview
The Community Outreach Liaison is experienced, energetic, and motivated to ensure access to hospice care through building relationships with referral sources, such as physicians, discharge planners, social workers, facility staff, and healthcare decision makers. The Liaison works in collaboration with the Admissions team, the Director of Finance & Business Services and other agency staff to achieve budgeted admission goals. This position also develops and implements marketing strategies to promote Hospice of Humboldt to the community, produces marketing collateral and maintains the agency’s digital properties.

Essential Duties and Responsibilities

Referral Source Outreach:
1. Manages the development, planning, implementation, and monitoring, of strategies to increase referrals.
2. Provides daily visits to hospital discharge planners to assist with potential referrals and provide Hospice information visits to family and patients.
3. Visits medical referral source offices and agencies on a consistent and regular basis, delivering information about Hospice care and programs.
4. Takes initiative to develop and maintain relationships within the Hospice admissions department, as well as, clinical personnel to assure effective communication both internally and externally for our referral customers.
5. Maintains accurate data for referral sources in database; documents referral source activity, analyzes data, and prepares monthly and annual reports.
6. Provides patient status updates to medical referral sources.
7. Seeks and provides Hospice Care and Services presentations to community groups and healthcare agencies, as needed.

Marketing Management
1. Creates and edits marketing collateral using InDesign and other graphic design applications.
2. Writes, edits, and distributes content for advertising and press releases.
4. Maintains the HoH Facebook page and other digital/social properties.

Compliance and Reporting Responsibilities
The Community Outreach Liaison plays an important role in the agency’s compliance with state and federal truth in marketing and anti kick-back regulations. He or she must understand and comply with all Hospice of Humboldt Policies and Procedures. Essential duties include but are not limited to:
1. Recognizing and reporting any potential misconduct or violation of Hospice of Humboldt’s policies, compliance standards, and federal or state laws and regulations pursuant to All Staff Policy 3.2 Incident Reporting.
2. Understanding and complying with all of the provisions of Compliance Policy 5.2 Compliance Plan and the Code of Conduct in that Plan, especially the section on Community Outreach.
4. Understanding and complying with all Health Insurance Portability and Accountability Act (HIPAA) requirements, in accordance with the Human Resources Policy 9.9 Confidentiality and Information Systems Policy 10.5 Electronic Security and Medical Records Policies 11.3 Confidentiality, Storage and Disposal of Medical Records and 11.4 Access to Medical Records.

Environmental Conditions and Physical Requirements
The position of Community Outreach Liaison routinely requires:
1. Occasionally working weekends and attends an evening meeting.
2. Regularly sitting, standing, walking, talking, use of hands, listening, and observing.
3. Regularly working at a computer station for 2-4 hours at a time with 10-minute breaks each hour.
4. Regularly using the telephone.
5. Occasionally reaching, stooping, bending, kneeling, and lifting items weighing 25 pounds or less.

**Immediate Supervisor:** Director of Finance and Business Services

The above statements are intended to describe the general nature and level of work to be performed. This is not to be construed as an exhaustive list of all responsibilities.

I have read and understand this job description.

Employee’s Signature_________________________________ Date______________

Supervisor’s Signature_________________________________ Date______________