

TITLE: MARKETING REPRESENTATIVE

General: The Marketing Representative will work closely with the Marketing Director and Manager to effectively promote products and services to referral sources and the general public. Responsible for identifying new markets and maintaining good relationships with current referral sources.

Responsible To: Marketing Director

Qualifications

Physical:

1. In an average 8-hour day the employee lifts/carries up to 20 pounds frequently.
2. In an average 8-hour day the employee stands/walks 3 hours.
3. In an average 8-hour day the employee sits 1 hour.
4. In an average 8-hour day the employee drives 4 hour.
5. The employee lifts/carries up to 60 lbs. maximum.
6. Must be clean & neat in personal appearance.

Education:

1. High school diploma or G.E.D. equivalent preferred.
2. Prior marketing or DME experience preferred.

Experience/Knowledge/Personality:

1. 2-year experience in the Home Medical Equipment industry preferred.
2. Good oral and written communication skills in-group.
3. Able to recognize the needs and concerns of people to result in constructive working relationships.
4. Able to function as a polite and cooperative team member with a positive attitude.
5. Highly motivated and able to work independently with minimal supervision.
6. Excellent driving record.
7. Able to maintain confidentiality.

On Call:

1. Periodically available for non-office hours.
2. Willing to be trained in pertinent areas of equipment/supplies.
3. Available for home/office visits

Responsibilities
and Duties:

1. Establishes a market plan that will encompass all referral sources for the entire service area of the organization.
2. Conducts, participates in and attends educational meetings, seminars, and health fairs (or similar community activities) for referral sources, healthcare workers and the community at large.
3. Maintains records of marketing contacts and follow-up calls made.
4. Supports the organization by being loyal and informing management of areas of concern and problems to be resolved.
5. Participates in management activities as requested by upper management.
6. Reports on of marketing activities monthly to Marketing Director.
7. Communicates marketing activities to Manager.
8. Awareness of third party reimbursement requirements, equipment and services offered and necessary documentation.
9. Maintains proper documentation for expenses and requested reimbursement on a bi-monthly basis.
10. Assists in developing a marketing budget.
11. Reviews advertising needs for the organization with upper management and updates the marketing plan accordingly.
12. Rotate on-call with staff as designated by Branch Manager.
13. Attend in-store meetings.
14. Perform other duties as deemed appropriate by management.