**Marketing/Outreach Representative**

The Marketing and Outreach Representative supports a broad range of marketing activities and/or promotes sales and creates goodwill for [CHC]’s programs and services among patients and the community. This is a professional level, non-supervisory position. The Marketing and Outreach Representative is responsible for identifying, educating and performing outreach activities – targeting public relations, marketing and educational efforts to targeted populations of people who could be eligible for [CHC] services. This individual is responsible for developing and maintaining community relationships to increase enrollment in [CHC] health care programs and overall increased patient visits, tracking outreach efforts that increase enrollment and the collection of patient enrollment information necessary for the accurate determination of health plan eligibility and the successful completion of billing functions. Additionally, this position assists patients in all phases of the application process, including explanation of payment plan options, requirements and [CHC] fee policies. This position is responsible for the successful execution of the [CHC]’s goals and objectives outlined in the [CHC]’s Outreach Program.

The Marketing and Outreach Representative will: direct the [CHC]’s Outreach Program to fulfill the goals and objectives of the [CHC]’s Outreach Program; coordinate outreach efforts including speaking engagements, marketing and public relations activities, educational opportunities, etc. to target and educate individuals and families without health insurance about the availability of [CHC]’s programs and services; be responsible for developing relationships with local organizations, schools, human service agencies, churches, day care centers, and businesses in order to effectively target families and individuals without health insurance; be responsible for the collection and accuracy and analysis of pertinent demographic and plan information for new patients according to goals and objectives; determine plan eligibility for patients and family members, which includes completing appropriate applications and educating applicants on the application process; communicate with and train as necessary, front desk, phones and enrollment peers on new systems for tracking outreach efforts; enter financial and plan information into database system while adhering to data entry procedures; provide weekly activities plan to appropriate staff, including supervisor; contribute to a healthy organizational culture and achievement of the [CHC] mission through the utilization of established lines of communication, professional attitude toward job tasks and respectful behavior toward staff and patients; assist with enrollment and phone duties when required; develop appropriate promotional material under the direction of the Development Director; and attend all related meetings including development, marketing, enrollment as needed.

Some travel is required; about 30% of the time.

College degree in sales and/or marketing required. Cross-cultural sensitivity is necessary. Fluency in written and verbal English and Spanish. Excellent communication, organization, attention to detail, and customer service skills are essential. Established relationships within the community is a plus. Experience with the underserved population is helpful. Knowledge of state and federal patient assistance programs is required. Minimum one year customer service necessary. Must have valid [State] driver’s license. Basic computer literacy. Experience in a medical setting/community healthcare and/or non-profit organization preferred.