

ELEMENT CARE

TITLE: Outreach Specialist

CREATED: 4/24/23

JOB FUNCTION: Marketing

FLSA STATUS:

GENERAL SUMMARY:

Develops relationships with and implements strategies for a group of assigned accounts in a specified geographic area with a primary goal to maximize number of account referrals of older adults eligible to join Element Care PACE. Well versed in complete line of PACE services and account needs. Expertly describes, succinctly, PACE benefits to participants and accounts. Responsible for seeking out new accounts.

Essential Responsibilities:

- Develops and implements personal Annual Business Plan which includes strategies and activities necessary to achieve outreach, event, inquiry, referral, and enrollment goals from target accounts.
- Collaborates with the Information and Referral department and the Enrollment team to achieve inquiry and referral pipeline goals.
- Creates productive and collaborative relationships with referral sources to identify likely qualified referrals.
- Identifies new strategic referral sources and works with managers to grow those relationships.
- Participates in community outreach activities, including but not limited to, senior fairs, community events, and aligned professional association events.
- Consistently documents all outreach activities in the Salesforce CRM application in a timely manner.
- Understands, expertly describes, and presents the Element Care PACE program and value proposition to internal and external groups such as employees, referrals, caregivers, and accounts, as well as potential partners, including, but not limited to, Assisted Living Facilities, Housing and Adult Day Health organizations.
- Provides market intelligence to Outreach and Enrollment Management.
- Seeks advice, training and coaching from colleagues and management for continued professional development.
- Develops strong, productive relationships with Center IDTs and staff.
- Frequent local travel.
- Ability to attend events outside of regular business hours.
- Performs other duties as assigned.

Job Specification:

- Bachelor's level degree (preferred) with 1-5 years of experience in older adult services related position.
- Minimum of 1 - 3 years of sales experience in healthcare or group insurance strongly preferred.
- Must have proven experience working in a customer facing role focused on sales and/or customer service.
- Strong understanding of customer service, sales, outreach, and marketing principles and practices.
- Strong business acumen, strategic prospecting, active listening, relationship building, networking, time management and organizational skills.
- Strong verbal and written communication with exceptional presentational skills.
- Excellent computer skills and high-level proficiency with MS Outlook, Word, Excel, and PowerPoint. Experience with a CRM, Salesforce preferred. A willingness to become proficient in other work-related applications.
- Knowledge of Medicare, Medicaid and insurances.
- Possession of a valid Mass. driver's license and a vehicle to be used for marketing activities.
- Must be able to lift and carry packages or equipment up to 25 pounds.