

MARKETING OUTREACH COORDINATOR (ACC)

271-H

DISTINGUISHING FEATURES OF THE CLASS: The incumbent is responsible for developing strategies to market the programs, services and activities of the Adult Care Center to other health care facilities, home health agencies, county departments and county residents. The incumbent is responsible for reaching out to other facilities, assessing prospective residents for admission into the Adult Care Center and acquiring necessary paperwork to ensure a smooth transition. The incumbent acts as a liaison between the County Adult Care Center, nursing staff, physicians, family members, ancillary services and other appropriate resources that will be needed to effectively care for residents who are admitted to the Adult Care Center. Work is performed under the supervision of the Administrator of the Adult Care Center with leeway for independently performing many of the duties of the position.

TYPICAL WORK ACTIVITIES:

Establishes research materials, databases, information, and other resources to market the Adult Care Center and enhance outreach efforts;

Conducts market research activities to assist administrator in identification of strategies and resources in support of the Adult Care Center;

Meets with other health care facilities and programs to educate their discharge planners on services and activities provided at the Adult Care Center;

Evaluates residents at other health care facilities and /or home to determine appropriateness for admission to the Adult Care Center;

Initiates tours for family/resident in preparation of admission;

Ensures all pre admission and admission documentation requirements are fulfilled;

Reviews pre admission documentation with appropriate facility staff as indicted to obtain

financial clearance, to clarify medical information and rehabilitation status;

Coordinate orientation with families and residents to the Adult Care Center including educating families regarding resident's rights, discuss finances and availability of services;

Acts a liaison with all referral agencies and actively seeks new referral sources;

Completes admission packet with resident/designated representative;

Monitors the daily census to maintain an accurate list of all types of bed availability, e.g. by sex, need for secure unit, isolation status, rehabilitation needs.

Prepares brochures for marketing of the facility;

Performs public relations functions as required;

Performs other work duties as assigned.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, AND PERSONAL

CHARACTERISTICS: Good knowledge of business growth and development principles; good knowledge of the principles of marketing, advertising, and promotion; excellent communication skills with the ability to interact with all in a professional and empathetic manner; basic knowledge of information technology with commensurate computer skills; strong organizational skills; knowledge of required pre admission documents to include PRI/SCREEN, PASRR when indicated, medication list, rehabilitation evaluations and notes, demographics, financial coverage, advanced directives; basic knowledge of payers that cover both skilled care and long term care; basic knowledge of Medicare regulations and their application to nursing homes; basic knowledge of Medicaid guidelines for long term care.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Master's Degree or higher in business administration, public administration, planning, marketing, economics, or a related field and one (1) year of experience in a long term care/skilled nursing facility, preferably with some experience with the admission process; or
- (B) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree in business administration, public administration, planning, marketing, economics, or a related field, and three (3) years of experience as described in (A) above.

NOTE: Your degree or credits must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree or credits were awarded by an educational institution outside of the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at: <https://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.