



Private Duty Marketing Manager

POSITION SUMMARY

Advanced Home Care Services, LLC, has an exciting opportunity for a motivated individual to join our team as Private Duty Marketing Manager.

SPECIFIC RESPONSIBILITIES

- Implement a marketing plan that promotes a wide expansion of the agency's private duty business in existing and expanding territory.
- Call on healthcare facilities, physicians, clinics and hospitals in order to build a network of referral business.
- Develop strategies designed to expand the agency's outreach program within our target market – for example, having active involvement in a service club, such as the Alzheimer's association, local private duty seminars, area networking groups, etc.
- Seek, cultivate and participate in marketing opportunities in the community and establish working rapport with health care professionals.
- Other duties as assigned.

QUALIFICATIONS

- Bachelor's degree in Marketing or related field
- 2 years marketing or sales experience
- Represent the agency in a professional manner to clients, peers, and referral community
- Must have working knowledge of home health care industry
- Exceptional interpersonal, writing and organizational skills
- Ability to multi-task and problem solve
- Requires reliable transportation for local travel

If you are an energetic and compassionate person committed to our mission of helping seniors live life with dignity, life with care, life at home, and you have marketing experience in private duty services, then we would like to hear from you. Email cover letter and resume to Art Kalenjian, Agency Manager at art@advancedcarellc.com.