

# Cherokee Elder Care

**Job Title:** Intake & Marketing Manager  
**Prepared:** 10/14/2013, 05/10/2018  
**Revised:** 08/06/2019  
**FLSA Classification:** Exempt  
**Supervisor:** Chief Financial Officer  
**Other:** Safety Sensitive Position

**Approval:** Yorrie Davis **Date:** 8-12-19

## Job Summary

The **Intake & Marketing Manager** is responsible for coordinating and overseeing the marketing, intake and program development activities.

## Essential Job Functions

- Develops and implements all aspects of marketing program.
- Supervises and oversees two (2) intake and marketing staff members including oversight of the complete intake and withdrawal process.
- Develops, manages, implements and oversees all marketing materials, newsletters, brochures, events, social media accounts, promotional items, geriatric health education and wellness programs, special events, and community outreach events.
- Oversees and provides oral presentations to individuals, families, medical providers, community groups or other interested parties.
- Develops and effectively implements the annual marketing plan.
- Develops and complies with annual marketing budget.
- Attends relevant local, state, regional and national meetings including providing presentations as needed.
- Maintains an active inventory of all marketing materials, supplies, stock, promotional materials, etc.
- Responsible for the organization, promotion and execution of fundraising events as determined annually in conjunction with the administrative event committee.
- Provides new hire orientation and annual training for all staff and governing board members on the mandated Center of Medicare and Medicaid Services (CMS) prohibited marketing practices.
- Advocates at the local, state and federal level for the continuation and non-reduction of funding for the PACE program.
- Develops and updates as needed CEC marketing policies and procedures
- Attends community events to promote CEC.
- Completes required forms and documentation.
- Presents participant information and updates to relevant staff members.
- Maintains strict confidentiality of all participant information.

- Required ***routine/daily*** use of personal vehicle for business purposes.
- All other duties assigned by the ***Chief Financial Officer***.

### **Core Job Functions for All Staff**

- Attends and participates in staff meetings, in-services, projects and committees as assigned.
- Adheres to and knowledgeable of CEC policies, practices and procedures.
- Accepts assigned duties in a cooperative manner and performs all other related duties as assigned.
- Participates on task groups and committees, including the Quality Improvement Program

### **Working Conditions/Physical Demands**

The working conditions and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Working conditions and physical demands include:

- Ability to walk, sit and stand for extended periods of time.
- Ability to access all areas of the facility throughout the work day.
- Ability to hear, talk, taste and smell.
- Vision ability includes; peripheral, color, long distance, close proximity, depth perception and adjusting levels of focus.
- Ability to lift up to 50 lbs and move people/objects both short and long distances. (Staff are required to obtain assistance when attempting to lift or transfer objects over 50 lbs)
- Ability to move about with reasonable accommodation, reach turn, twist and touch.
- Requires constant hand grasp and finger dexterity; frequent sitting, standing, walking and repetitive leg and arm movements, occasional bending, reaching forward and overhead; squatting and kneeling.
- Ability to communicate verbally with an excellent comprehension of the English language.
- Work environment will fluctuate repeatedly throughout the day. Work is performed both indoors and outdoors in varying weather elements and occasionally inside of a vehicle.
- Working conditions can include exposure to odors, fumes, infections, dust, and dirt; which may be objectionable

### **Knowledge, Skills and Abilities**

- Must develop and maintain knowledge of all state and federal PACE requirements related to intake and marketing.
- Must have excellent written, oral and interpersonal skills including professional phone etiquette.
- Must have flexibility with work schedule and a high level of personal integrity.
- Must have working knowledge of physical, psychosocial, behavioral and family needs of the elderly.
- Must have knowledge of community health, social service delivery systems and the aging provider network within the service area.

- Must demonstrate on an ongoing basis the ability to develop and maintain good working relationships with co-workers and department heads while retaining strict confidentiality in all aspects of the position.
- Must develop and maintain business contacts and relationships across the service area with agencies and providers affiliated with the elderly and potential referral sources.
- Must have strong computer skills including 10key, typing, scanning and emailing while utilizing electronic health records, Microsoft Excel, Outlook and Word.
- Must have experience utilizing office equipment including phone systems, photocopiers and fax machines.
- Must be detail and accuracy oriented and complete tasks in a timely manner.
- Must be a team player with leadership ability.
- Must attend continuing education courses as needed.

### **Required Education, Licensure, Experience & Health**

#### **Education:**

- Bachelor's Degree from a four (4) year college or university with a preference in Marketing, Health Care Administration or a related field. (Master's Degree preferred)
- A minimum of three (3) years of professional experience in Marketing, Public Relations or Health Care Administration preferred.
- Professional work experience in graphic design, public speaking and social media preferred.

#### **Licensure:**

- Current CPR certificate and first aid training.
- Current Driver's License.
- Current Vehicle Insurance in compliance with the Cherokee Nation Motor Vehicle Usage and the CEC Transportation Policy and Procedure.
- A motor vehicle report (MVR) will be completed upon selection and then annually throughout employment. MVR must meet Cherokee Nation Risk Management driver eligibility criteria.

#### **Experience:**

- Must have 1 year of experience with a frail or elderly population.
- Must have 6 months of experience working with the PACE marketing regulations

#### **Employee Health:**

- Must be cleared of all communicable diseases upon hire and subsequently throughout employment.
- Must provide proof of immunizations upon hire and subsequently throughout employment.

#### **Acknowledgement:**

I agree to abide by the philosophy, practices, and protocols of the PACE organization.

I have read the above Intake & Marketing Manager job description and fully understand the requirements set forth therein. I meet all the requirements of this position, and I can perform all essential functions of the job. I agree to abide by the requirements set forth in this document.

**I understand** the contents of this job description are presented as a matter of information only and as to Cherokee Elder Care's expectations for this position. This job description is not intended to give rise to contractual rights or obligations, or to be construed as a guarantee of employment for any specific period of time or for any specific type of work.

Furthermore, Cherokee Elder Care reserves the right to interpret, amend, modify or cancel, terminate or withdraw any or all sections or provisions of this job description at any time with or without notice.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
HR Manager or other CEC representative

\_\_\_\_\_  
Date