



## **Goodland Regional Medical Center and Rawlins County Health Center** **Job Description**

<b>Job Title:</b>	Marketing & Business Development Liaison
<b>Classification:</b>	Salary
<b>Reports To:</b>	Communications and Foundation Director
<b>Position Type:</b>	Full-Time
<b>Hours Worked/Shift:</b>	Monday - Friday
<b>Date Last Reviewed:</b>	August 14, 2024

**Summary:** Develop and maintain a community outreach and business development for Goodland Regional Medical Center and Rawlins County Health Center's key growth areas of hospital business.

### **Essential Functions:**

1. Build and maintain positive and collaborative relationships to establish trust, foster relationships, and enhance the organization's reputation to grow all areas of the hospital.
2. Grow various departments, including swing bed care, rehabilitation, and rural health clinic, with active in-person relationship building with other hospital case managers, social workers, discharge planners, specialty providers, and in the community to grow referrals back to the hospital.
3. Build and maintain relationships with the community, through interaction with businesses, civic organizations and community groups.
4. Be a crucial member of the marketing team. The liaison is responsible for grassroots relationship-building, but will require some social media, writing, public relations, and marketing tools to share relevant information with the community. The liaison will provide backup and support for other team members.
5. Interacts with community leaders, organizations, and businesses for opportunities to engage with the community through interactions and presentations.
6. Develop and provide information for marketing materials or presentations, with help from the Marketing Specialist, as needed.
7. Create, manage, and monitor new business development plans.
8. Partner with hospital departments, for example swing bed and rural health clinic, to meet/exceed census goals and budget.
9. Conduct research as needed to grow the hospitals and predict the needs of the communities and how the organization can address those needs This includes working with the Quality Manager for the Community Health Needs Assessment (CHNA) every three years and the Community Health Improvement Plan (CHIP).
10. Grow referrals and educate the community on various services available at the hospitals through annual health fairs and other events.
11. Provide all duties listed above for the Goodland Medical Foundation and through the network MOU for Rawlins County Health Center and Rawlins County Health Center Foundation, with these hours reported to the HR department for reimbursement through the MOU.
12. Performs other related duties as assigned or requested.

**Competencies:**

1. Excellent written and verbal communication skills.
2. Strong Work Ethic.
3. Initiative-taking with the ability to work independently with minimal supervision.
4. Ability to identify potential markets for growth.
5. Strong presentation and sales skills.
6. Excellent organizational and time management skills.
7. Excellent leadership and people skills.
8. Proficient in Microsoft Office Suite or similar software.

**Position Qualifications:**

**Minimum Education:** Bachelor’s degree in marketing or business administration preferred or parallel areas of emphasis preferred or equivalent combination of education and marketing/public relations/foundation experience. Must possess a current valid driver’s license with safe driving record. Able to travel regionally as needed, up to 3-4 days per week.

**Minimum Experience:** Prefer 2-3 years prior marketing liaison experience but will train the appropriate candidate. Connections to the community and local hospitals would be a plus. Clinical knowledge and background preferred. Experience with graphic software (Adobe/Canva), cameras, and content management (WordPress) is helpful.

**Certifications/Licensures:** Membership in the Kansas Association of Health Care Communicators and the Kansas Association of Public Information Officers will be provided.

**Working Environment:** Work time will be in and outside of the office. Movement about office, hospital departments, and travel around the community and businesses are necessary.

**Physical Demands: \*\***

<b>Stand:</b>	Frequently	<b>Lift/Carry:</b>		<b>Push/Pull:</b>	
<b>Walk:</b>	Frequently	0-10 pounds:	Frequently	10-25 pounds:	Frequently
<b>Sit:</b>	Frequently	10-20 pounds:	Frequently	25-50 pounds:	Frequently
<b>Squat/Kneel:</b>	Frequently	20-50 pounds:	Occasionally	50-100 pounds:	Occasionally
<b>Bend:</b>	Frequently	50-100 pounds:	Never	100+ pounds:	Occasionally
		100+ pounds:	Never		

*\*\*Reasonable accommodations may be made to enable individuals with disabilities to perform the position accountabilities without compromising patient care or departmental efficiency. However, should it be determined that the employee cannot meet the position accountabilities with or without accommodation, it is the right of GRMC to release the individual under Kansas "Employment at Will" doctrine\*\**

**Professional Requirements:** Adheres to policies, procedures, and always maintains confidentiality. Attends annual in-services and completes annual education in a timely manner. Represents GRMC/RCHC in a positive, professional manner on the job, electronically and in the community. Complies with all hospital policies regarding ethical business practices; communicates the mission statement & core values of GRMC/RCHC both on and off the job.

**Acknowledgment:**

I hereby acknowledge that I have received a copy of this position description and that I have both read and understand its contents. I hereby accept responsibility for fulfilling position expectations. I also acknowledge that the Administration or governing body of GRMC may modify the requirements of this job or eliminate it at any time, if deemed necessary. I acknowledge that this position description is representative of overall job requirements but not necessarily comprehensive in its description of all aspects of the job, and I agree that other duties not explicitly mentioned herein may nevertheless be reasonable job expectations on the part of Goodland Regional Medical Center.

**I have received, read, and understood this job description for my position at GRMC.**

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Human Resource Signature: \_\_\_\_\_ Date: \_\_\_\_\_