Job Title: Community Relations Director	**Reports To:** SNF Administrator/AL Executive Director
Job Classification: Full-Time	
FLSA Status: Exempt	**Revised Date:** April 2024

POSITION SUMMARY

The Community Relations Director works to foster and grow relationships with the local community in order to grow the Facility's/Community's census. This position is responsible for maintaining the desired census, communicating with prospective residents/tenants and families, conducting marketing initiatives, and discussing financial matters with residents/tenants and families as it relates to admission and care. This position is also responsible for attending community events, being flexible in their schedule, and maintaining a positive relationship with the local community.

GENERAL JOB DUTIES

- All employees are responsible for a basic knowledge of the employee handbook, along with the mission and vision of the Facility/Community and must conduct themselves with behavior that supports these values.
- All employees understand the safety and well-being of both the residents/tenants and staff members is the number one priority of their Facility/Community.
- All employees are responsible for making the most of their working time and reach maximum potential by being on time for appointments, checking voicemails/emails as appropriate and completing deadlines in a timely manner.
- All employees are expected to escalate issues as necessary.
- All employees will specifically be trained on their job duties, however; other mandatory trainings may be deemed appropriate by leadership for one or all members of the team.
- Other projects and/or duties as assigned.

ESSENTIAL JOB FUNCTIONS

- Implement marketing strategies to meet current or anticipated census development.
- Communicate directly with department heads to determine the census, new referrals, and discharges.
- Positively advertise the facility/community and its reputation in online venues, newspapers, with professional organizations, and other appropriate venues.
- Network through industry contacts, association memberships, trade groups, social media, professional networking, and current employees to identify and recruit residents/tenants.
- Participate in community events, volunteer opportunities, educational and marketing events to recruit potential residents/tenants. This may include planning and managing events both outside of and within the facility/community.
- Develop and maintain referral list and market Nursing Facility and Assisted Living to all referral Sources.
- Make daily rounds to check the appearance of the Nursing Facility and Assisted Living. Notify the appropriate department heads of any problems and get an update from the nursing department regarding any discharge activity overnight.
- Respond to all phone and in person inquiries.
- Screen and gather data on all potential clients for possible admissions.
- Understand level of care and payment source requirements.
- Develop and track measurable facets of the census development.

- Schedule and conduct tours of the facility/community to potential residents/tenants. Be sure to follow-up time with potential residents/tenants or their families to answer any questions or address any concerns they might have.
- Responsible for on-going marketing, relationship building, and educational activities to promote public and professional awareness of the campus.
- Assist residents/tenants and their families through the admission and resident/tenant/family orientation process.
- Complete insurance and financial verifications prior to the admission and finalize the admission documents once the admission process is complete.
- Following the move in, reach out to the resident/tenant and resident's/tenant's family, to address any questions or concerns they might have.
- Work with the Recreation Program Director in creating the monthly facility/community newsletter.
- The use of personal vehicle for approved work related tasks will be reimbursed for mileage at a pre-determined rate.
- Serve on the local Area Agency on Aging Case Management Team.
- Meet or exceed the marketing budget projections that have been presented to you by the Administrator or management.
- Maintain the confidentiality of all facility/community matters especially as they relate to employees', residents'/tenants', and financial information.
- Always follow Residents/Tenants Rights policies.
- Accept and perform additional duties as assigned by your Administrator/Executive Director in a cooperative manner.

EDUCATION & EXPERIENCE REQUIREMENTS

- A degree in Healthcare Human Services, Business Management/Administration, Marketing, or a related field is preferred.
- Previous community relations or marketing experience in long-term care setting is preferred.
- Due to community outreach events and marketing events this position does require a valid driver's license and a reliable mode of transportation.
- Must participate in on-going continuing education.

REQUIRED SKILLS

- Adaptable, and ability to be flexible in work schedule.
- Ability to follow verbal and written instructions.
- Ability to type and operate Microsoft 365 and Excel.
- Need to be able to communicate effectively on the telephone, via e-mail, and in person.
- Work confidentially and cooperatively with all facility/community department supervisors and administration.
- Utilize current CRM (Customer Relationship Management Tool) and keep it current.

PHYSICAL REQUIREMENTS

- Ability to lift up to 25 pounds. This position requires regular movements such as: grasping, kneeling, reaching, repetitive movement, standing, and stooping.
- An individual in this position may be exposed to: inside and outside environmental conditions, physical, chemical, or respiratory hazards.

- An individual in this position may be exposed to Bloodborne Pathogens.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

EMPLOYMENT STATUS

This position is exempt and full time. The position requires at least 40 hours. Occasionally, time over 40 hours may be necessary in order to meet the requirements of the position. This position is considered full time, paid an annual salary, and is eligible for all employee benefits.

SCHEDULE EXPECTATIONS

This role may require work to be performed outside the regular hours of operation of the Facility/Community. The position must be flexible in scheduling and understand that work may regularly occur outside of the Facility's/Community's hours of operation.

EQUAL EMPLOYMENT OPPORTUNITY

At your Facility/Community, we understand that every employee is different in his or her own way. We do not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, retaliation, military status, or other non-merit factors. The Facility/Community is a proud Equal Opportunity workplace.

By signing below, I am certifying that I am qualified for this position (as described above) and capable of performing the general and essential functions of the position. I agree that this Job Description has reasonable expectations and that this is in no way, shape, or form a contract of employment. By signing this document, there is no guarantee of continued employment as the State of Iowa and Nebraska mandates at-will employment.

_____

FACILITY/COMMUNITY NAME

_____ _____

EMPLOYEE SIGNATURE DATE

_____

PRINT EMPLOYEE NAME

_____ _____

SUPERVISOR SIGNATURE DATE

_____

PRINT SUPERVISOR NAME