



Business Development Liaison

Reports to: Director of Development

Classification: Exempt

Status: Full-time

Job Summary: Responsible for admissions and educating healthcare providers and the public about Central Wyoming Hospice & Transitions.

Essential Functions:

- Plans, develops, and implements marketing plan, upon approval of the Director of Development.
- Plans and conducts community awareness activities which inform physicians, health care workers, and patients (current and prospective) of agency programs and capabilities.
- Conducts non-remunerative efforts to obtain new referrals from physicians, social workers, and hospital discharge planners.
- Prepares business development activity reports as directed by the Director of Development.
- Attends community business functions to gain exposure for the agency.
- Coordinates with the clinical team for in-service and educational training with referral sources
- Helps Care Coordination team with referrals, perform pre-discharge hospital assessments, and coordinate required treatment plan of care.
- Tracks referral data and maintains CRM software.
- Meets job related goals.
- Identifies self-learning needs and utilizes educational programs to assist in learning.
- Contributes to and participates in team and individual efforts to improve the quality of service.
- Speaks effectively before groups of customers and employees of the organization.
- Complies with Central Wyoming Hospice & Transitions policies on attendance/punctuality.

Required Knowledge, Skills, and Abilities:

- Shows courtesy, compassion, and respect.
- Communicates with all customers appropriately.
- Contributes to teamwork and harmonious working relationships.
- Demonstrates excellent external and internal customer service skills.
- Supports and demonstrates continuous improvement of quality and service.
- Participates in problem solving.
- Demonstrates behavior that promotes professionalism and self-development.
- Promotes professional environment, including emphasis on cleanliness and safety.

- Displays professional appearance.
- Promotes cost consciousness.
- Requires minimal supervision and is self-directed.
- Willing to become BLS certified and maintain certification.
- Covid- 19 vaccine.

PHYSICAL REQUIREMENTS

Visual/hearing ability sufficient to comprehend written and verbal communication. Must be able to work a minimum of eight (8) hours per day while standing, sitting, and using office equipment. Must be able to drive to and from marketing activities.

Education Experience:

- Business development: 1 year (Preferred)
- Sales: 1 year (Preferred)
- Clinical Experience such as nursing or social work (preferred)