



Title: Medical Community Liaison
Reports to: Marketing & Development Director
FLSA: Non-Exempt
Status: Part-Time

Position Summary:

The Medical Community Liaison plans and implements marketing activities to increase brand awareness among direct referral sources in the Permian Basin healthcare community.

Essential Functions:

Marketing

- Work with Marketing & Development Director and other team members to develop and implement a strategy for direct referral source engagement.
- Research healthcare professionals qualifying as direct referral sources and develop relationships using phone calls, office visits and written correspondence.
- Engage with referral sources to develop network and discuss opportunities for partnership regarding aphasia education and distribution of materials for staff and patients.
- Coordinate distribution of materials to direct referral sources such as brochures, referral pads, promotional items, etc.
- Assist Marketing & Development Director in managing informational and promotional materials inventory and developing ideas and materials.
- Organize, track and update referral source contacts, contact activity notes, etc. in Donor Perfect and/or Microsoft applications.
- Provide reports and data collection on referral source engagement.
- Participate in health fairs, community events and speaking engagements as requested.
- Assist in maintaining and building the organization's image and reputation among the medical community.

Other Duties:

- Any other duties, as assigned by the Marketing & Development Director.

Skills, Qualifications and Requirements:

- Effective communication skills including writing, speaking, presenting and active listening skills.
- Good interpersonal skills, including the ability to collaborate with management, team members, clients and customers where applicable.
- Familiarity with customer relationship management (CRM) and other relevant software.
- Creativity, adaptability and problem-solving skills.
- Comfortable developing and maintaining new and existing relationships.
- Local travel is required for this position.

Key Performance Capabilities:

Professionalism
Attention to detail
Ability to Multitask

Reliability
Written and verbal communication skills
Interpersonal skills

Physical Demand and Work Environment:

The physical demands described here are representative of those that must be met by a staff member to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to stand, sit, talk, hear, and use hands and fingers to operate a computer, reach, stoop, and kneel.

This job operates in a professional office environment. This role routinely uses standard office equipment.