

Public Relations/Marketing Director

Tasks assigned to this position may involve potential and/or direct exposure to blood, body fluids, infectious diseases, air contaminants, and hazardous chemicals.

Name: _____ Date of Hire: _____

Department Assigned: _____ Supervisor: _____

Shift Assigned: _____ Duty Hours: _____

Purpose of Your Job Position

The primary purpose of your job position is to develop, coordinate, direct, and administer our facility's marketing and public relations programs and services.

Delegation of Authority

As **Public Relations/Marketing Director**, you are delegated the administrative authority, responsibility, and accountability necessary for carrying out your assigned duties.

Job Functions

Every effort has been made to identify the essential functions of this position. However, it in no way states or implies that these are the only duties you will be required to perform. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or is an essential function of the position.

Miscellaneous Information	Risk Exposure Potential to Blood and/or Body Fluids	Essential Function (✓ = NO)	Safety Factors			Competency Evaluation	
			Function Requires Repetitive Motion (✓ = YES)	MINIMUM Weight Lifting Requirements Apply to Task (✓ = YES)	Function Requires Prolonged Sitting, Standing, Bending, etc. (✓ = YES)	Performs Function Satisfactorily (✓ = NO)	Needs In-Service Training (✓ = YES)
Duties and Responsibilities							
Administrative Functions	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Plan, develop, organize, implement, evaluate, and direct the facility's public relations and marketing programs and activities in order to maintain and increase our census and to provide the community with information relative to our facility, its programs, services, and practices.	3						
Develop and maintain written policies and procedures that govern the release of information concerning the residents, employees, and/or the facility in accordance with current Privacy Rules and Regulations.	3						
Assist department directors in the development and use of marketing and public relations policies and procedures, and establish a rapport in and between departments so that each staff member can realize the importance of his/her role in our marketing and public relations programs.	3						
Review the facility's marketing and public relations policies and procedures at least annually and make changes as necessary	3						
Assist in the development, implementation, and tracking of customer satisfaction surveys.	3						

Duties and Responsibilities (continued)	Risk Exposure to Blood/Body Fluids	Essential Function	Repetitive Motion	Weight Lifting Requirements	Prolonged Sitting, Standing, Bending, etc.	Performs Function Satisfactorily	Needs Training
Administrative Functions (continued)	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Interpret the facility's policies and procedures governing the release of information to employees, residents, family members, visitors, government agencies, etc., as necessary.	3						
Ensure that public information (policy manuals, brochures, information packets, etc.) describing the services provided in the facility is accurate and fully descriptive.	3						
Ensure that all employees follow established policies and procedures governing the release of information.	3						
In conjunction/coordination with the Administrator, develop and implement long range plans for the facility in its effort to establish and maintain our marketing and public relations programs.	3						
Support and promote the philosophy, goals and objectives of the facility's marketing and public relations programs and activities.	3						
Assist in standardizing the methods in which marketing and public relations programs and activities will be developed and implemented.	3						
Assume the administrative authority, responsibility and accountability of directing the activities and programs of the marketing and public relations department.	3						
Represent the facility at and participate in top-level meetings.	3						
Serve as liaison to the Administrator, medical staff, and other professional and supervisory staff.	3						
Maintain schedules for all marketing and public relations programs.	3						
Organize and implement continuing internal communications through the use of bulletin boards, house organs, committee meetings, newsletters, brochures, public announces, etc.	3						
Schedule and participate in departmental meetings concerning our marketing and public relations programs and activities.	3						
Provide creative support for activity and social services departments in developing resident programs, publications, etc., as necessary.	3						
Develop, schedule and guide tours/personnel through the facility.	3						
Keep a supply of brochures, and other printed material readily available for persons requesting such data.	3						
Assist in the developing/maintaining a volunteer program.	3						
Maintain an adequate liaison with families, residents, and community and civic leaders.	3						
Participate in community service and civic groups to obtain information and seek support of these groups in charitable activities on behalf of the facility.	3						
Supervise ongoing community service projects and develop appropriate problem-solving actions.	3						
Plan and implement special events that serve to advance staff, resident, and community relations.	3						
Coordinate special functions with all departments.	3						
Assist with promotions, publications, newsletters, etc., as necessary.	3						

[illegible]

Duties and Responsibilities (continued)							
Staff Development	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Assist department directors in the planning, conducting, and scheduling of in-service training classes, on-the-job training and orientation programs concerning the facility's marketing and public relations programs and activities.	3						
Attend and participate in workshops, seminars, etc., to keep abreast of current changes in the long-term care field, as well as to maintain a professional status.	3						
Attend and participate in facility mandatory in-service training programs as scheduled (e.g., OSHA, TB, HIPAA, Abuse Prevention, etc.).	3						
Create and maintain an atmosphere of warmth, personal interest, and positive emphasis, as well as a calm environment throughout the facility.	3						
Safety and Sanitation							
Follow established safety regulations, to include fire protection/prevention, smoking regulations, infection control, etc.	3						
Follow established ergonomics policies and procedures governing lifting techniques, repetitive tasks, and the use of safety equipment and supplies to prevent work-related injuries and illnesses.	3						
Budget and Planning Functions							
Prepare a departmental operating budget for approval by the Administrator and allocate the resources to carry out programs and activities of the facility.	3						
Assure that adequate financial records and expense reports are submitted to the Administrator as required.	3						
Keep abreast of economic conditions/situations and make adjustments as necessary to assure the continued ability to provide quality care.	3						
Report suspected or known incidence of fraud relative to false billings, cost reports, kickbacks, etc.	3						
Resident Rights							
Maintain the confidentiality of all resident care information including protected health information. Report known or suspected incidents of unauthorized disclosure of such information.	3						
Knock before entering a resident's room.	3						
Assure that the resident's rights to fair and equitable treatment, self-determination, individuality, privacy, property and civil rights, including the right to wage complaints, are well established and maintained at all times.	3						
Review resident complaints and grievances and make written reports of action taken. Discuss with resident and family as appropriate.	3						
Assist in establishing and implementing a Resident/Group Council.	3						
Interpret resident rights to the resident, family, and staff personnel as necessary or appropriate.	3						

Working Conditions

Works in office areas as well as throughout the facility and its premises.
 Moves intermittently during working hours.
 Is subject to frequent interruptions.
 Is involved with residents, family members, personnel, visitors, government agencies/personnel, etc., under all conditions/circumstances.
 Is subject to hostile and emotionally upset residents, family members, personnel, visitors, etc.
 Works beyond normal working hours, on weekends, holidays, and other shifts when necessary.
 Is subject to callback during emergency conditions (e.g., severe weather, evacuation, post-disaster, etc.).
 Is involved in community/civic health matters/projects.
 Attends and participates in continuing educational programs.
 Is subject to injury from falls, burns from equipment, odors, etc., throughout the workday, as well as reactions from dust, disinfectants, tobacco smoke, and other air contaminants.
 Is subject to exposure to infectious waste, diseases, condition, etc., including **TB** and the **AIDS** and **Hepatitis B** viruses.
 May be subject to the handling of and exposure to hazardous chemicals.
 Communicates with the media, medical staff, nursing personnel, and other department directors.
 Maintains a liaison with the residents, their families, support personnel, etc., to assure that the resident's needs are continually met.
 May be subject to the handling of and exposure to hazardous chemicals.

Education

A Bachelor's Degree from an accredited college/university, or equivalent. (Five (5) years experience in marketing/public relations in a health care setting may be recognized in lieu of a Bachelor's Degree.)

Experience

Must possess a thorough knowledge of principles of effective communication, mass media, advertising, policies, education, community relations, demonstration, organization structure, social and activity services, government relations, etc., as they relate to nursing facility operations.
 Must possess the ability to plan, organize and effectively present ideals and concepts to community groups/agencies.
 Must possess the ability to communicate effectively, orally and in writing.
 Must possess the ability to assimilate information from a variety of sources, analyze information and make recommendations to the Administrator.
 Must possess the ability to establish, implement and maintain effective marketing and public relations program.

Specific Requirements

Must be able to read, write, speak, and understand the English language.
 Possess the ability to make independent decisions when circumstances warrant such action.
 Must possess the ability to deal tactfully with personnel, residents, family members, visitors, government agencies/personnel and the general public.
 Must have advanced training in hospital or nursing facility administration.
 Must be knowledgeable of nursing and medical practices and procedures, as well as laws, regulations, and guidelines pertaining to nursing facility administration.
 Must possess the ability to work harmoniously with other personnel.
 Must possess the ability to plan, organize, develop, implement, and interpret the programs, goals, objectives, policies and procedures, etc., that are necessary for providing quality care and maintaining a sound operation.
 Must be thoroughly familiar with the laws, regulations, and guidelines governing the release of information.
 Must have patience, tact, cheerful disposition and enthusiasm, as well as be willing to handle personnel based on whatever maturity level at which they are currently functioning.
 Must possess the ability to seek out new methods and principles and be willing to incorporate them into existing practices.
 Must be able to maintain good personnel relations and employee morale.
 Must not pose a direct threat to the health or safety of other individuals in the workplace.

Physical and Sensory Requirements

(With or Without the Aid of Mechanical Devices)

Must be able to move intermittently throughout the workday.
 Must be able to speak and write the English language in an understandable manner.
 Must be able to cope with the mental and emotional stress of the position.
 Must possess sight/hearing senses or use prosthetics that will enable these senses to function adequately so that the requirements of this position can be fully met.
 Must function independently, have flexibility, personal integrity, and the ability to work effectively with residents, personnel, and support agencies.
 Must meet the general health requirements set forth by the policies of this facility, which include a medical and physical examination.
 Must be able to relate to and work with ill, disabled, elderly, emotionally upset, and at times hostile people within the facility.
 Must be able to push, pull, move, and/or lift a minimum of 25 pounds to a minimum height of 5 feet and be able to push, pull, move, and/or carry such weight a minimum distance of 50 feet.
 May be necessary to assist in the evacuation of residents during emergency situations.

Acknowledgment

I have read this job description and fully understand that the requirements set forth therein have been determined to be essential to this position (unless otherwise noted in Column 2). I hereby accept the position of **Public Relations/Marketing Director** and agree to perform the tasks outlined in this job description in a safe manner and in accordance with the facility's established procedures. I understand that as a result of my employment, I may be exposed to blood, body fluids, infectious diseases, air contaminants (including tobacco smoke), and hazardous chemicals and that the facility will provide to me instructions on how to prevent and control such exposures. I further understand that I may also be exposed to the **Hepatitis B Virus** and that the facility will make available to me, free of charge, the hepatitis B vaccination. I also understand I may not release/disclose protected health or facility information without proper authorization.

I understand that my employment is at-will, and thereby understand that my employment may be terminated at-will either by the facility or myself, and that such termination can be made with or without notice.

Date: _____ Signature-Public Relations/Marketing Director: _____

Date: _____ Signature-Administrator: _____

Job Position Analysis Information

¹ Risk Exposure to Blood/Body Fluids Column:

Numbers entered into this column indicate the risk potential of your exposure to blood or body fluids. Established procedures identify the appropriate personal protective equipment that you should use when performing this task. The following numbers indicate your risk potential:

- 1** = It is **highly likely** that while performing functions assigned to this task you will be exposed to blood or body fluids.
- 2** = This task does **not** involve contact with blood and/or body fluids but while performing this task it **may** be necessary for you to perform a **Category 1** task.
- 3** = This task does **not** involve any risk of exposure to blood or body fluids.

² Essential Functions Column:

A ✓ mark in this column indicates that you will not be required to perform this task.

³ Repetitive Motion Column:

A ✓ mark in this column indicates that it will be necessary for you to perform some functions of this task repeatedly. When such tasks are not performed properly, injury can result. Established procedures identify the precautions and/or equipment that should be used.

⁴ Minimum Weight Lifting Requirement Column:

A ✓ mark in this column indicates that it will be necessary for you to perform functions of this task that require some lifting, moving, pushing, or pulling. When such tasks are not performed properly, injury can result. Established procedures identify the precautions and/or equipment that should be used when performing this task. **Minimum** weight lifting requirements that you must perform are located in the "Physical and Sensory Requirements" section of this Job Description.

⁵ Prolonged Sitting, Standing, and Bending Column:

A ✓ mark in this column indicates that some functions of this task require you to sit, stand, or bend for an extended period of time. When such tasks are not performed properly, injury can result. Established procedures identify the precautions and/or equipment that should be used when performing this task.

⁶ Competency Evaluation Column:

Competency evaluations are required for this position. Your supervisor will notify you when your evaluation is to be conducted. A check ✓ in this column indicates that you did **not** perform this task satisfactorily and/or in accordance with the facility's policies and procedures.

⁷ In-Service Training Column:

A ✓ mark in this column indicates that you need additional training to better understand the performance requirements of this task. In-service training classes will be scheduled and your attendance at such classes is mandatory.