



## Job Description

### Outreach and Marketing Specialist

#### **Position Summary:**

To promote Commonwealth Care Alliance's (CCA) - SCO (Senior Care Options) and/or other health products to individuals, responsible parties and groups at a variety of settings. Responsible for executing our marketing and enrollment strategies, cultivating relationships with contracted sites, community organizations, senior centers, and elderly & disabled housing etc.

#### **Responsibilities:**

Be able to interact effectively with a multidisciplinary team. Strong written and computer skills required. Provides marketing and enrollment functions to increase membership, growth of product branding and penetration into primary care sites and specific service areas.

- You will become a subject expert on presenting, promoting and marketing our programs to all interested; including individuals, groups, community organizations, healthcare professionals etc. Develops presentations to various target audiences.
- To cultivates and maintain collaborative relationships with contracted providers and primary care site partners.
- Perform all enrollment related activities; such as identifying potential prospects, screening leads to ensure eligibility requirements, setting appointments, explaining the program, completing enrollment applications, submitting enrollments to CCA.
- Develop a resource map of assigned territory, such as community based organizations, elder service agencies, elderly and disabled housing, food pantries, churches etc.; cultivates relationships with them and identifies potential collaborations efforts.
- Plan and implement territory monthly action plan and consistently meet and or exceed enrollment and outreach targets.
- Attend and assist with the planning of educational, outreach and other health related events.
- Coordinate and interact with various roles within CCA, its primary care partners to ensure customer requests, questions and issues are handled appropriately and in a timely manner.
- Assure compliance and adherence with Medicare & Medicaid enrollment and marketing policies and procedures.
- Offers recommendations and suggestions for improvements in office, enrollments, marketing practices etc. to enhance service delivery and customer satisfaction.
- Performs other duties as assigned.

### **Requirements / Experience Required:**

- BA/BS Degree preferred OR Associates Degree with **5+ years of RELATED experience** (e.g. sales, marketing, outreach and/or public relations).
- **Must have or be able to obtain the Massachusetts Individual Health Insurance Producer License within 3 months of the date of hire.**
- Must be bilingual (Spanish/English) candidates.
- Thorough knowledge of Medicare & Medicaid services, marketing, enrollment policies and guidelines.
- Experience in sales, marketing and customer service preferred. Experience working with elders and disabled individuals.
- Knowledge of healthcare systems/services and/or experience with community organizations, social services and public resources.
- Must be a self-starter with a high level of accountability and responsibility.
- Must possess exceptional interpersonal and presentation skills.
- Must be able to meet directly with members, responsible parties and/or providers in office or home settings.
- Must have the ability to work in a multicultural environment and perform outreach related activities in the community.
- Must be able to work independently as well as within a team environment, be flexible, highly organized and be able to prioritize their work.

**TO APPLY FOR THIS POSITION – PLEASE CLICK HERE:**

**<https://home.eease.com/recruit/?id=486755>**