

# Lutheran Services Carolinas

## Job Description

**Job Title:** Director of Admissions and Marketing

**Supervisor (title):** Administrator

**Department:** Administrative

**Prepared by/Date:** J. Nothstine / 02/03/14

**Approved by/Date:**  2/5/2014

### **Position Purpose/Summary:**

The Director of Admissions and Marketing is responsible for oversight of all phases of the Admission and Marketing. The Director is also responsible for the coordination of marketing/public relations programs.

**Essential Functions:** The Director of Admissions and Marketing in accordance with Federal and State standards and regulations, corporate and facility philosophies and objectives and policies, will effectively:

1. Establish a system and manner to accept electronic, telephone and personal inquiries to show LSC in the most positive manner.
2. In conjunction with the Social worker and other staff, coordinate admissions, discharges, and transfers; evaluate applicants for admission in order to make recommendations based on facility's ability to provide appropriate care.
3. Responsible for completion of required admission documentation with resident or responsible party.
4. Maintain a current, accurate, and complete list of applications for admission.
5. Compile reports regarding inquiries, admissions, transfers or discharges as required.
6. Create a monthly and annual marketing plan including attainable and measurable goals.
7. Responsible for organizing staff to deliver the LSC story to churches, church groups, and the community.
8. Assist in coordination of events within the facility to promote community involvement.
9. Make recommendations regarding existing or potential strengths and weaknesses regarding LSC's services.
10. Promote good relations with referral sources, physicians, families, etc.
11. Maintain liaison functions with Chief Development Officer.
12. Represent the facility in public activities for marketing and public relations activities.
13. Assist in and/or develop materials and programs for marketing and public relations programs.
14. Complete other duties as assigned that ensure smooth operation of the facility/community.

**Supervisory Responsibilities, if any:** None

**Qualifications (Minimum Job Requirements):**

**Education/Experience:** Minimum H.S. diploma; and commensurate with at least 2 years experience in marketing or health care services.

**Specific skills/abilities:**

- Good interpersonal skills
- Effectively build relationships within community
- Excellent presentation skills

**Preferences:**

College degree in Social Work or related field. Experience in health care services and/or marketing functions.

**Working conditions/Physical Requirements: (Please list work requirements for mental, physical or other important issues which relate to the job).**

1. The job duties require bending, stooping, lifting or moving moderate to heavy materials as a regular part of the job:
  - a. Move items/literature up to 25 lbs
2. Ambulatory throughout location.
3. Office environment; sitting at desk and in front of computer for extended periods.

This job description is not an employment contract. Lutheran Services Carolinas reserves the right to alter the job description at any time without notice.

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Employee Signature

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Date

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Supervisor Signature

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Date

***Employee signature constitutes employee's understanding of the requirements, essential functions and duties of the position.***