

Job Description

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TITLE: Marketing Representative

REPORTS TO: Branch Manager.

SUPERVISES: NONE

EXPECTATION OF WORK HOURS: Full Time

DUTIES/RESPONSIBILITIES:

1. Comply with all applicable Company policies and procedures.
2. Develop and maintain working knowledge of current HME products and services offered by the Branch and all applicable insurance guidelines respecting eligibility for coverage and reimbursement.
3. Manage his/her territory to reach revenue and service goals.
4. Educate all customers and referral sources in the HME products and services offered by the Branch.
5. Educate fellow Branch employees on the features and benefits of HME and respiratory equipment as well as applicable safety factors as requested.
6. Maintain rapport with ordering physicians.
7. Process all orders in a timely, accurate manner.
8. Promote services and products to all referral sources in the community through direct and ongoing contact. Personally call upon all major referral sources on an ongoing basis, at least once a month.
9. Assist with implementation of quality improvement program to meet Company and accreditation standards.
10. Assume on-call responsibilities (if required) during non-business hours in accordance with Company policy.

MINIMUM QUALIFICATIONS:

1. Ability to market and manage, marketing and sales for a designated territory, and communicate well with patients, referral sources, and Branch employees.
2. Effective verbal and written communication skills
3. Bachelors Degree and CRTT, RRT, RN, RPT, LPN, or equivalent experience in HME industry preferred.

REQUIRED KNOWLEDGE/EXPERIENCE: Two years experience in sales or marketing

One year experience in HME industry

REQUIRED LICENSE/CERTIFICATION:

Valid Driver's License.
Professional license as applicable.

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COMPETENCY REQUIREMENTS:

Marketing Representative Competency

PHYSICAL DEMANDS:

Sitting, standing, walking at desk, in office
Operation of office machinery and computer
Operating an automobile
Occasionally lift/move items up to 25 pounds
Visual abilities to include reading, distance vision and peripheral vision

I have received this job description. I believe I am fully capable of performing all items and task listed above and meet all the necessary qualifications.

Signature: _____ **Date:** _____