



**Job Title:** Community Relations Consultant  
**Department:** Sales and Community Outreach  
**Reports To:** Director of Community Outreach and Sales  
**FLSA Status:** Exempt

**Summary** Works under the direction of the Director of Community Outreach to implement programs and marketing strategy events, activities and outreach to potential Members in compliance with CMS regulations for Medicare as prescribed rules and regulations of the Medicare contract.

Implements community programs in the designated service area by

- Coordinating programs for community residents, including marketing and education products directed at membership growth.
- Strengthening Member partnerships through marketing and education initiatives with the intention to build stronger retention of Members.
- Building community partnerships to specifically increase enrollment and Member retention.
- Promoting and supporting Physicians United Plan (PUP) and related initiatives. Promotes PUP products and directly assists with accomplishing outreach and enrollment goals.

**Essential Duties and Responsibilities** include the following. Other duties may be assigned.

- Nurtures new and existing community partnerships to generate referrals.
- Promotes PUP's Purpose.
- Supports and partners with the Sales team and Marketing staff to meet company's goals.
- Follows CMS and internal compliance guidelines and processes for events.
- Coordinates event schedules and tracks ROI.
- Maintains track of events such as seminars, Members only, providers, health fairs and partnership with community leaders.
- Helps prepare for all types of events and takes active participation with community organizations relative to PUP's line of business.
- Utilizes market feedback to improve PUP's service to our partners and the community we serve.
- Blankets target communities with pamphlets and brochures and ensures that marketing supplies are always available.
- Compliantly markets Medicare and PUP products to all interested and eligible candidates.
- Identifies target organizations that are engaged in the population served.
- Organizes and develops successful marketing enrollment events.
- Develops and maintains relationships within the business and community organizations.
- Contacts facilities in service areas to arrange meetings, ensuring all locations meet CMS requirements.

- Provides direct Member outreach, including education, through all available channels, such as new member orientation, Member meetings etc.
- Conducts compliant marketing and education presentations to individuals as well as targeted partners.
- Provides ongoing assistance to Medicare Members. Ensures all Member issues are documented and communicated clearly for issue resolution.
- Ensures all events, activities, communication, materials, media, promotions, etc. meet corporate and CMS rules and regulations.
- Monitors activities of health industry competitors and provides information to management.
- Assists in preparation of all marketing and education events, activities and all presentations to eligible candidates, community partners, provider partners, etc.
- Makes presentations at Members Only Events based on scripted and approved information.
- Assists with the coordination of supplies to support the sales team.

### **Supervisory Responsibility**

Coordinates activities and guides the Community Outreach Representative. Provides support to the community outreach and sales efforts.

**Qualifications** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education and/or Experience**

A Bachelor's Degree in Marketing or in related field or equivalent work experience. Two years sales and/or marketing experience in HMO/Managed Healthcare or Insurance Industry. Appropriate Health Insurance license required – No violations or disciplinary actions / get license within 90 Days. Successfully complete all required Medicare state, federal and corporate compliance training.

### **Other Qualifications**

Comprehensive knowledge of Medicare regulations and programs. Ability to work flexible hours (i.e., events, etc.) Ability to work individually or as part of a team. Ability to work in a fast-paced environment with changing priorities.

### **Working Conditions**

75%-plus travel

May spend up to 25% of time in climate-controlled office environment during normal business hours.