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**COMMUNITY RELATIONS SPECIALIST**

First and foremost: We recognize communication as our most vital tool. Every employee should focus on communicating across the system to ensure we are functioning as a team. This will require active communication with patients, team members in your department as well as other departments, managers, and physicians. You are encouraged and expected to look for ways to use communication to solve challenges and enhance the patient experience.

**Summary:**   The community relations specialist is an external facing role that will represent Panorama in both the business community and the larger consumer market. This position reports to the Director of Marketing and Business Development and these two positions work together closely to achieve growth goals for Panorama.

This role will be responsible for event planning, coordination and logistics for Panorama Orthopedics and Spine Center, including, but not limited to: educational seminars, charity golf tournaments, Arthritis Foundation programs, Amazing Aging Expo, KSE and Rockies event. This role will also work to maintain and strengthen existing physician relationships in established Panorama market areas by meeting with referring physicians and office staff to communicate key messages.

**Essential Functions:**

* Utilize market planning tools to strategically plan business outreach opportunities including, lunches, drop-ins and hospitality ticket distribution.
* Schedule and coordinate marketing/outreach meetings with physician offices for both the Director of Business Development and the Community Relations Specialist
* Represent and communicate Panorama’s mission, integrative care model, and physician updates and specialty procedures to physicians and the community at large
* Plan, coordinate and manage Panorama Orthopedics community events and educational outreach program. Work with our partners to establish event schedules, coordinate physicians and speakers both inside and outside of Panorama.
* Represent Panorama and at specified hospitality events that may include, but are not limited to: Rockies, Avalanche, Nuggets, golf tournaments
* Seek new opportunities for business growth in all markets through outreach and event planning
* Assist Marketing Director in coordinating various integrated communication and marketing activities including events, seminars and community physician meetings.
* Support the development and execution of external Business Development marketing meetings.

**Other Functions:**

* Ability to work weekends and evenings as needed
* Team player
* Strong communication skills

**Education:**

* Bachelor’s degree in a relevant field preferred.

**Experience:**

* Minimum 1-5 years relevant experience

**Skills:**

* Computer proficiency with Microsoft Office & NextGen
* Health Care and Marketing experience preferred
* Technically literate
* Detail oriented and highly organized individual with ability to multi-task.

**Supervision Received: Director of Marketing & Business Development**

**Positions Supervised: None**

**Ability to Release Money, Securities, and /or Narcotics:**

**Responsibility for Confidentiality:** Employee will sign confidentiality agreement which clearly states all patient information is strictly confidential and is protected by federal and state laws and regulations that prohibit the unauthorized use and/or disclosure of patient information. Employee agrees to comply with POSC confidentiality policies and that this obligation remains in full force during the entire term of employment and continues in effect after such employment terminates.

# PHYSICIAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS

**JOB TITLE: Community Relations Specialist**

N=Not part of job requirement; S=Seldom; O=Occasionally; F=Frequently; C=Constantly

**Physical Requirements:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1. Strength** | **N**  | **S** | **O** | **F** | **C** |
| Able to push/pull objects less than 20 lbs. |  |  |  | X |  |
| Able to push/pull more than 20 lbs. |  |  | X |  |  |
| Able to push/pull more than 50 lbs. |  |  | X |  |  |
| Able to push/pull more than 100 lbs with assistance only |  | X |  |  |  |
| **2. Manual Dexterity** | N | **S** | **O** | **F** | **C** |
| Able to perform simple motor skills such as standing, walking, etc |  |  |  |  | X |
| Able to perform simple manipulative skills such as sweeping, walking, writing collating, etc. |  |  |  |  | X |
| Able to perform moderately difficult manipulative skill such as positioning patients, typing, etc |  |  |  |  | X |
| Able to perform difficult manipulative skills such as calibration of equipment, injections, etc | X |  |  | X |  |
| **3. COORDINATION** | **N** | **S** | **O** | **F** | **C** |
| Able to perform gross body coordination, such as walking, stooping, filing, etc |  |  |  |  | X |
| Able to perform tasks which require hand-eye coordination such as keyboard skill, IM injection, running power tools, etc |  |  |  |  | X |
| Able to perform tasks which require arm-hand steadiness such as taking B/P’s, calibration of tools and equipment, etc |  |  | X |  |  |
| **4. Mobility** | **N** | **S** | **O** | **F** | **C** |
| Able to walk |  |  |  | X |  |
| Able to stand |  |  |  | X |  |
| Able to sit for prolonged periods |  |  |  | X |  |
| Able to stand for prolonged periods |  |  |  | X |  |
| Able to remain in uncomfortable positions for long periods such as bending over tables, etc |  |  | X |  |  |
| **5. Visual Discrimination** | **N** | **S** | **O** | **F** | **C** |
| Able to see objects far away as in driving |  |  |  | X |  |
| Able to see objects closely as in reading equipment or patient assessment |  |  |  | X |  |
| Able to discriminate colors as in microscope slides, colors in electrical wires or warning lights |  |  |  | X |  |
| **6. Hearing** | **N** | **S** | **O** | **F** | **C** |
| Able to hear normal sounds with some background of noise as in answering phone, intercom, etc |  |  |  |  | X |

**Mental Requirements:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1. Concentration** | **N** | **S** | **O** | **F** | **C** |
| Able to concentrate on detail with some interruption |  |  |  |  | X |
| Able to concentrate on detail with constant interruption |  |  |  | X |  |
|  |  |  |  |  |  |
| **2. Attention Span** | **N** | **S** | **O** | **F** | **C** |
| Needs to attend to task/function for 10-45 minutes at a time |  |  |  | X |  |
| Needs to attend to task/function for more than 60 minutes at a time |  |  |  | X |  |
|  |  |  |  |  |  |
| **4. Memory** | N | **S** | **O** | **F** | **C** |
| Able to remember task/assignment for full shift |  |  |  |  | X |
| Able to remember multiple tasks/assignments given to self and others during course of day |  |  |  |  | X |
| Able to remember multiple tasks/assignments given to self and others over long periods of time |  |  |  | X |  |

**Environmental Condition:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1. Condition** | **N** | **S** | **O** | **F** | **C** |
| Exposure to blood, body tissues, or fluids |  | X |  |  |  |
| Exposure to hazardous waste materials other than blood, body tissues or fluids |  | X |  |  |  |
| Exposure to seasonal conditions in outside weather |  | X |  |  |  |
| Exposure to radiation |  | X |  |  |  |
| Exposure to toxins, cytotoxins, or poisonous substances | X |  |  |  |  |
| Exposure to dust |  | X |  |  |  |
| Exposure to other hazardous materials such as chemicals | X |  |  |  |  |
| Exposure to bodily injuries | X |  |  |  |  |
| Exposure to loud and unpleasant noises |  |  | X |  |  |
| Exposure to high humidity or wetness |  | X |  |  |  |
| Exposure to electrical hazards |  | X |  |  |  |
| Exposure to electro-magnetic radiation as in CRT’s (VDT’s) | X |  |  |  |  |

I have received a copy of this Position Description and I agree to abide by it. I realize that every effort has been made to make this Position Description as complete as possible, however, it in no way states or implies that these are the only duties I will be required to perform. The omission of specific statements of duties does not exclude them from the position or my performance review.

Employee Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_