



Marketing Representative - Community First Health Plans (CFHP)

Job Class: 4989

Reviewed: 02/22

ORGANIZATIONAL COMMITMENT

A strong commitment to the University Health mission to improve the good health of the community through high quality compassionate patient care, innovation, education and discovery. Supports the strategic vision and values of the organization. A devotion to patient care, always attentive, kind and helpful without exception and wise in the use of University Health resources. A personal commitment to treat all University Health customers with courtesy, dignity, respect and professionalism and adherence to the University Health Commitment to Service Excellence behaviors and standards.

POSITION SUMMARY/RESPONSIBILITIES:

As part of the Corporate Communications and Marketing team, the Marketing Representative is responsible for driving brand awareness through marketing initiatives that include but are not limited to telephonic, on-site, face-to-face, digital, and online interactions with community members. Acts as liaison between Community First and the community it serves by providing valuable information about products and services as well as the distribution of marketing collaterals to the public. Fosters relationships with organizations that result in community support and outreach. Reports research, data, and feedback to marketing leadership to identify community engagement opportunities that convey the value of Community First Health Plans and drive strategic goals.

FUNCTIONS/BEHAVIORS:

1. Educate public and community partners about Community First Health Plans offerings through marketing initiatives. (E, 20%)
2. Develop robust knowledge of all product lines, services, benefits, mission, and goals of Community First Health Plans. (E, 10%)
3. Develop robust knowledge of Health and Human Services Commission HHSC Marketing guidelines as well as Centers for Medicare & Medicaid Services CMS Marketing Guidelines to ensure marketing and events are in line with requirements for all plans. (E, 10%)
4. Serves as primary contact and liaison to various local community agencies and organizations that are identified as outreach partners for Community First. (E, 10%)
5. Develops annual community event plan (to be updated quarterly) that identifies community events at which Community First product lines and initiatives can be promoted. (E, 5%)
6. Manages public events; responsible for the planning and execution of events including securing partnership or venue and coordinating logistics, technology, volunteers, vendors, materials, giveaways, etc. (E, 10%)

7. Report weekly/monthly on the status of marketing outreach activities. Document and share research, data, and feedback with marketing leadership team. Monitor and report industry trends and competitor activities (E, 5%)
8. Accurate and timely reporting for Migrant Farmworker Outreach activities to include documentation when applicable. (E, 5%)
9. Continuously conducts inventory review of collateral and giveaway items and notifies supervisor when supplies are low. Timely submits invoices and packings slips to accounts payable department for all giveaway inventories. (E, 5%)
10. Provide phonline support and other outreach initiatives during initial product launch pilots (E, 5%)
11. Obtain notary public certification within 6 months of employment to provide additional resources to members from the community outreach office at Avenida Guadalupe. (E, 5%)
12. In collaboration with the Community Outreach Manager, develops community event guidelines and programs, as determined by the strategic plan that will enhance the Community First brand. (E, 5%)
13. Performs special projects and other duties as assigned. (E, 5%)
- 14. Demonstrates competence to perform assigned and general customer assistance responsibilities in a manner that meets the age-specific and developmental needs of customers encountered. (E)**
- 15. Appropriately adapts work and customer assistance methods to accommodate the unique physical, psychosocial, cultural, age-specific and other developmental needs of customers served by the department. (E)**
- 16. Supports University Health System mission, vision and values. Demonstrates established customer service behaviors and standards. Treats all customers with courtesy, dignity, respect and professionalism. (E)**

SUPERVISION

Supervision is received from the Outreach Supervisor, indirectly by Community Outreach Manager.

EDUCATION/EXPERIENCE

Bachelor's degree in Marketing, Public Relations, Communications, or related field. Bachelor's degree may be substituted for relevant experience. Prior experience in customer service environment a plus. Bilingual English and Spanish preferred but not required.

LICENSURE

Appropriate Life and Health Insurance license in applicable jurisdiction(s) required within four (4) months from hire date. Notary Commission within 6 months of employment from hire date. Maintain a valid driver's license.

ACCURACY

Excellent communication and networking skills and knowledge of marketing principles. Proficiency in performing all phases of assigned duties, thoroughness in reporting information to supervisor. Experience and keen presentation skills are required in all areas of sales process. Attention to detail, ability to work internally and externally without immediate supervision is required.

EQUIPMENT

Use of standard office equipment including PC. Uses technology to demonstrate value to prospects. Will be trained in use of QNXT and other appropriate technology tools to effectively manage the business process.

WORKING CONDITIONS

Based in an office environment located at community outreach location. Extensive travel may be required, mostly local. Subject to frequent interruptions and deadlines. Hours and days of work may vary. Must be able to lift up to 50lbs without assistance.

OTHER

Prior experience in customer service. Excellent verbal and written communication skills, friendly, approachable, and outgoing. Well-kept image. Adaptable with the ability to prioritize tasks. Proven, outstanding skill relationship building with clients/customers both, internal and external is required. Bilingual required (English and Spanish). Ability to be flexible in working with all products within the CFHP organization to include ability to be multi-task oriented and able to work under pressure deadlines and stress. High level of daily contact with the public and should have positive leadership qualities to relate quickly to people and establish credibility. Must successfully complete the pre-employment/post job offer health screening examination and the annual health screening, each year thereafter, as an employee.

HOW TO APPLY

Community First Health Plans is part of University Health. All job applications are received through University Health Human Resources.