

## Director of Intake and Marketing

STOCKTON CALIFORNIA

At WelbeHealth, our purpose is to unlock the full potential of our most vulnerable seniors. We do this by providing them with integrated medical and social services. We are looking for team members who have a pioneering spirit, the courage to love, and will bring diverse perspectives around our shared intention and mission.

We are launching Programs of All Inclusive Care for the Elderly (PACE) starting in Stockton, California. PACE is an integrated health care model providing full medical and social support services to frail, elderly participants. Reporting directly to the Executive Director, the Director of Intake and Marketing is responsible for planning, organizing, and directing all outreach and marketing efforts, intake and enrollment, and coordination with the Interdisciplinary team as required to facilitate enrollment.

### Responsibilities:

- Directs and coordinates all marketing, outreach, and community engagement activities
- Directs and coordinates all intake and enrollment activities and processes
- Supervises intake and enrollment staff, processes, and event schedules
- Identifies opportunities to collaborate with community organizations
- Establishes and maintains relationships with community leaders and partners including physicians, hospital discharge planners, post-acute facilities and other potential referral sources in the service area
- Develops and implements annual marketing plan to achieve enrollment goals
- Creates and monitors department budget
- Provides education referral sources and the community on PACE services
- Participates in quality improvement

### Qualifications:

- Bachelor's degree (Business, Marketing, or related field a plus!)
- At least two years supervisory experience with at least 1 year in health care
- Strong knowledge of Salesforce or other CRM software
- Highly motivated, team player, self-directed, able to execute tasks in a quickly changing environment
- Strong customer service orientation

Contact [careers@welbehealth.com](mailto:careers@welbehealth.com)