
JOB DESCRIPTION

POSITION TITLE: Marketing Representative	REPORTS TO: Marketing Manager
DEPARTMENT: Marketing	REVISED: January 2011
SUMMARY DESCRIPTION: Provides education to participants of the Healthcare and Family Services medical programs, explaining their healthcare options and the Family Health Network (FHN) program. Completes enrollment process of potential enrollees who elect FHN as their Healthcare option.	
ESSENTIAL FUNCTIONS: <ul style="list-style-type: none">• Markets FHN Plans to HFS participants in Cook County and enrolls potential members in FHN.• Follows policies of Family Health Network and abides by all marketing requirements of the State of Illinois Healthcare and Family Services.• Maintains and distributes all marketing materials in an organized manner. Keeps all materials (brochures, signage, give-aways, etc.) neat and orderly. Responsible for maintaining a supply of all current materials and an orderly presentation and working area• Reviews all enrollment applications and checks for completeness and accuracy.• Fulfills a weekly/monthly application requirement.• Meets or exceeds monthly quotas• Conducts marketing presentations and participates in community events as scheduled.• Maintains a working relationship with Member Services staff.• Updates and maintains all required forms and paperwork.• Submits documents in a timely manner.• Assists in fulfilling company's marketing plans and objectives.• Follows FHN's and the network hospitals' and sites policies and procedures and adheres to FHN's "Code of Conduct".• Properly uses FHN equipment including computers, cell phones and other equipment• Identifies marketing opportunities and makes recommendations to supervisor.• Maintains the highest level of professional salesmanship in dealing with potential applicants and procedures.• Represents FHN at community events to market FHN enrollment	
PHYSICAL REQUIREMENTS: General good health. Exerts 20 to 50 lbs of force occasionally and 10 to 25 lbs. of force frequently. Ability to walk/stand for long periods of time. Vision and hearing normal or correctable to normal.	
OTHER RESPONSIBILITIES: Performs other related activities as assigned.	
JOB REQUIREMENTS: <ul style="list-style-type: none">• High School diploma or GED (or higher).• Car and valid driver's license are required for the position.• Maintains current auto insurance coverage per state law• Previous sales experience (preferably in the health care setting).• Familiarity with Family Health Network's targeted population.• Strong communications and interpersonal skills.• Bilingual desired, not required.• Must meet or exceed state requirements for Marketing Representative.• Ability to effectively present information one-on-one and to small groups.• Must be available to work weekends as assigned.	