



JOB POSTING

Position Title: Business Development Manager

Program: ElderCare Partners Care Management Program

Reports To: Caregiver Support Program Director

Status: Full-Time/Independent Contractor

ElderCare Partners is The Senior Source's for-profit care management program. A Care Manager, also known as Aging Life Care Professional, is a partner to a caregiver, helping make the best decisions and deliver the best solutions for a loved one as they age. It's a holistic approach that respects values, preferences, and resources. The Senior Source is seeking a Business Development Manager in an Independent Contractor position for our ElderCare Partners Care Management Program.

Essential Duties and Responsibilities:

- Develops and implements a strategy to acquire new clients, retain existing clients, and cultivate potential clients.
- Identifies and analyzes appropriate sales metrics.
- Meets or exceeds predetermined goals for each quarter.
- Implements and monitors an effective and measurable marketing plan, with emphasis on cultivating clients, developing and maintaining an active referral source network, and identifying and vetting a robust and reliable list of vendors.
- Networks with community organizations and other professionals and represents the program at community and professional meetings.
- Schedules and conducts regular presentations.
- Provides direct care management services to older adult clients and their caregivers as needed.
- Coordinates and participate in on-call activities.

Skills:

Ability to effectively market care management services to various audiences and develop rapport with individuals from all backgrounds. A self-starter who can manage time well and handle multiple deadlines and competing interests. Experienced in researching market trends, targeting relationships and using proven methods to develop our business strategy. Superior organization, goal setting, marketing and planning skills; excellent communication skills; and willingness and ability to stay abreast of and plan for market trends and economic indicators in the care management field.



Experience:

Requires a bachelor's degree in social work or nursing, or comparable field, in addition to experience in marketing for a for-profit division, a small business, or a comparable position with proven transferable skills. Care Management experience is a plus.

If interested, please send cover letter, salary requirements and resume to Renae Perry at rperry@TheSeniorSource.org.

The Senior Source is an EEOC service provider/employer.