

JOB DESCRIPTION

Updated 1.18.2016



Job Title: Regional Marketer & Account Manager

Status: Exempt

About The Company

Bennett Medical Services is one of the area's largest family-owned and operated home medical equipment companies. You'll find that working for us isn't like working for a national company – our family takes pride in the service we offer the community, and our mission is to support the right of every patient and employee to be treated with dignity and respect.

For over 20 years we've maintained our commitment to superior patient care, and we are excited to be offering this position to people who share our dedication. To learn more, please visit our website at www.bennettmedical.com.

Job Overview

The regional marketer & account manager is the face of the company for all of our referral sources, including physicians, hospitals, medical centers and sleep labs. They are the driving force behind our company's growth.

This person is responsible for actively managing the relationships we have with our referral sources in each market, while constantly seeking new sources of business. They become experts in our products and services, and gain a solid understanding of the relationship between insurance companies, referring doctors, and providers of medical equipment.

The role is best suited to self-starters who thrive with a high degree of autonomy and control over their approach. They are not micro-managed, and every day they decide how to handle whatever challenge is presented. They need to be able to think on their feet and act quickly to solve problems. They need to be personable, intelligent, and professional – it is one of the most challenging roles in the company.

Essential Functions

- Represents the Bennett Medical family and brand with professionalism at all times
- Grows business by promoting Bennett Medical Service's high standard of patient care and equipment
- Acts as a liaison between the company and the referral sources, including physicians, hospitals, medical centers, sleep labs, and other healthcare agencies
- Educates referral sources on insurance requirements and equipment through in-service meetings

- Meets marketing and sales objectives set forth by management, maintains cost guidelines, and adheres to company policy in all aspects
- Grows knowledge base by participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional organizations
- Performs other duties as assigned by management

Qualifications (Education, Training and Experience)

- At least one year outside sales / marketing experience required
- Medical industry or home medical equipment experience ideal, but not required
- Outstanding communication skills, both verbally and in writing
- Client-focused attitude, empathetic, and has a genuine desire to help others
- Current driver's license with clean driving record required
- Proficiency with computers, email, MS Office required

A standard background check and pre-employment drug screen is conducted on applicants for this position.

Physical Demands and Environment

- Medium work with frequent lifting of up to 15 pounds of force to lift, push or pull
- Walking throughout the day, with maximum sustained duration of up to 30 minutes on tile, carpet and other surfaces
- Frequent standing, with sustained periods of up to 2 hour on tile, carpet, and other surfaces
- Frequent sitting, with sustained periods of up to 3 hour, and frequent reaching with arms at low, waist, and high levels
- Frequent grasping of both hands for transfers and repositioning, requiring normal grip strength based on national averages
- Frequent stooping, bending, and twisting are required for presentations
- Ordinary hearing and speaking skills