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Position Description

Position Title:	Outreach Specialist
Reports to:	Outreach Manager
Position Status:	Temporary – Summer Opportunity
Salary Range:	\$20/hour

Position Purpose:

The Outreach Specialist is responsible for developing and maintaining new contacts and/or partnerships in the community.

Position Responsibilities (but are not limited to):

- Leads and manages strategies within a specific territory or business initiative
- Acts as liaison with community advocacy groups that impacts target population
- Identifies, develops and builds relationships with community organizations, provider offices, and faith-based organizations;
- Performs activities to enhance presence in the community
- Assists members and potential members with benefit and/or enrollments inquiries Identifies cultural issues regarding current and potential members and communicate issues to management
- Tracks all marketing and sales activities and maintains sales database
- Conducts marketing presentations to increase effectiveness in establishing rapport, assessing individual needs, and communicating product/benefit features and differences

Knowledge/Experience:

- High School Diploma
- 2 years of experience in healthcare or sales/marketing environment; or any combination of education and experience, which would provide an equivalent background.
- AD or BA/BS preferred
- Knowledge about provider network that supports the delivery area, knowledge of plan and/or competitors value added benefits preferred.
- Valid driver's license and access to a motor vehicle with valid motor vehicle insurance required
- State health insurance licensure preferred