



POSITION: Marketing Specialist - Full Time
LOCATION: Administration - 255 Delaware Avenue, Suite 300, Buffalo, NY 14202
REPORTS TO: Director of Marketing and Development **PAY GRADE:** VIII

SUMMARY:

The Marketing Specialist is responsible for promoting BestSelf Behavioral Health's vision and mission and assist with the day to day marketing efforts of the BestSelf Health Home Services. **Hours are usually weekdays but may include some weekends and evenings.**

RESPONSIBILITIES:

- Assist with the development and execution of the BBH marketing and communication plan for BestSelf Health Home Services and agency.
- Identify, evaluate, and prioritize potential referral sources.
- Establish and maintain professional relationships with all referral sources, including: primary care physicians, physician office staff, hospitals, Federally Qualified Health Centers, Health and Nutrition Services, Community Organizations, Hospitals, Housing Providers, Inpatient Services, Primary Medical Care, Outpatient Services and Specialty Services for: Substance Use Treatment Providers, Vocational Training Centers, People living with HIV/AIDS, Severe and Persistently Mentally Ill
- Maintain ongoing communication with sources above in order to build a strong network of referrals.
- Coordinate marketing outreach efforts and participate actively in the recruitment of providers and onboarding of new providers to BBH Health Home Services.
- Create brand awareness through referral source contacts, conferences, & other community efforts.
- Ensure that all marketing activities are culturally responsive.
- Work collaboratively with Health Homes of Upstate NY (HHUNY) Marketing Workgroup to establish consistent messaging and ensure alignment with overall HHUNY marketing strategy.
- Localize marketing materials, brochures and promotional items/materials.
- Monitor style guidelines and standards of BestSelf Health Home Services image among downstream CM agencies
- Contribute content for BBH and HHUNY newsletters and websites and ensure information is timely and up to date.
- Build an understanding of the market/territory and demographic factors to best capitalize on marketing & communication opportunities.

QUALIFICATIONS:

- A bachelor's degree in business, marketing, social services or related field
- Experience in sales, healthcare, marketing, public relations, business development, or social services preferred. Equivalent experience in care management or social work may be considered.
- Must have strong organizational skills.
- Demonstrated ability to communicate effectively both verbally and in writing.
- Ability to work independently and be accountable for results.
- Excellent public speaking and presentation skills.
- Knowledge of the healthcare industry and health homes market preferred
- Previous experience calling on doctors and medical practices preferred
- Valid NYS drivers' license and automobile in good working order.

To apply, please use the following link:

https://workforcenow.adp.com/jobs/apply/posting.html?client=lsbehavior&jobId=235086&lang=en_US&source=CC2

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