

Ultimate Care NY, a leading home health care provider in New York, is seeking a Home Care Marketing Representative to join our team. As the Home Care Marketing Representative, you will play an essential role in promoting our services to the community, building relationships with referral sources, and maintaining existing relationships with health care providers. In this position, you will get the opportunity to showcase your sales and marketing skills and expertise in healthcare. At Ultimate Care NY, we have been providing tailored home health care services for over 20 years, focusing on meeting our clients' specific needs with compassion and exceptional care. As a member of our team, you will be instrumental in bringing our services to more New Yorkers in need, connecting them with the care they require, either long-term or short-term.

You will:

- Develop and maintain relationships with healthcare providers, creating marketing plans to maintain existing and attract new referrals
- Visit and meet with clients and their families/professionals to assess their needs, provide information about home health care services, and coordinate the delivery of care
- Plan and attend meetings and events, presenting Ultimate Care's services and answering any inquiries from potential clients
- Monitor and research market trends and competitor activity and advise on necessary strategies
- Work with the management team to develop new marketing strategies and campaigns
- Maintain client satisfaction by following up with clients and healthcare providers, updating them on the services provided, and addressing concerns
- Prepare regular reports on marketing campaigns and market trends

You will have:

- Bachelor's degree or equivalent in Marketing, Business Administration, or a related field (preferred)
- At least 3 years of experience in sales and marketing, preferably in the healthcare industry
- Excellent presentation, communication, and interpersonal skills, proven ability to communicate and connect with healthcare providers and clients
- Outstanding organizational, time management, and problem-solving skills
- Proficient in Microsoft Office and other marketing software
- Demonstrated ability to work effectively independently and as part of a team
- Exceptional knowledge of healthcare regulations and marketing practices

Benefits:

- We offer the Ultimate employee perks (literally)!
- Competitive rate and advancement opportunities
- Healthcare coverage
- 401k Retirement plan & employer match
- Company-sponsored life and accident

insuranceAccident insurance, Critical IllnessDentalHospital IndemnityLong Term DisabilityShort
Term DisabilityVisionVoluntary AD&DVoluntary LifeGenerous paid time off, sick timeLearning and
development resourcesAn employee of month recognition with structured bonus rewards
\$\$\$Merit-based employee recognition program with rewards \$\$\$Discount programs for restaurants,
Broadway shows, movies, shopping, and much more!T-Mobile phone plan discounts for employees!