



## **Service Development Director**

### **POSITION SUMMARY:**

The Service Development Director (SDD) is responsible for the Implementation of Business and Marketing Plans for the facility. Establishes strategic marketing plans to achieve the facility's objectives. Manages the marketing department's operating budgets and plans by territory. The Service Development Director collects information from referring professional or facilities then meets with potential patients and conducts pre-admission screenings as a liaison between the source and hospital to obtain detail information in determining admission eligibility. The Service Development Director assists with care alternatives for patients and families that don't meet the Hospitals LOC requirements or program services. The Service Development Director communicates results of the prescreening process and recommendations to the patient/family and referral source per company policy. This position is active in the community development of services. The SDD leads the SDR's and are available for consultative and provide educational services throughout the month. The Service Development Department promotes mental health prevention awareness. The SDD develops positive relationships with community resources and networks to provide a seamless continuum of care and maintain positive collaborative relationships. The ultimate goal of this position is to improve overall community life for all mental health patients referred to the organization.

### **PREFERRED KNOWLEDGE, SKILLS, AND/OR EXPERIENCE REQUIRED:**

***Preferred Education:*** Bachelor of Science Degree in Marketing preferred, or Business Development Experience with a focus on healthcare.

***Practical nursing degree or Nursing Associate or Nursing Bachelor degree***

***License:*** N/A

***Experience:*** A minimum of two (2) years' experience in Sales or Development in healthcare and/or medical industry is required

- Proven experience in marketing/sales/customer service and or a clinical educator.
- Accustom using mobile tools and applications
- Acquired ability to observe goals as minimum standards and always strives to exceed minimum standards
- Proficient knowledge of tablets and smart phones

### ***Additional Requirement***

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- Effective verbal communication skills
- Effective organizational skills
- Effective interpersonal skills
- Analytical problem solving skills
- Ability to read and comprehend written instructions; ability to follow verbal instructions
- Proficient knowledge of PC computers
- Basic understanding of medical and psychiatric diagnoses and conditions