



CAPC POSITION DESCRIPTION

- I. **TITLE OF POSITION:** Customer Relations Associate
- II. **DEPARTMENT:** Membership
- III. **SUPERVISOR'S TITLE:** Member Relationship Manager
- IV. **POSITION DESCRIPTION:**

55 West 125th Street
13th Floor
New York, NY 10027
TEL 212-201-2670
FAX 212-426-1369
capc.org

The Customer Relations Associate is a highly visible member of the CAPC team. She/he will work directly with member organizations across the nation that are implementing initiatives to improve the quality of care for patients with advanced illnesses.

The ideal candidate will have experience managing member relationships and providing excellent customer support. He/she will also have strong analytical and problem-solving skills and quickly acquire an in-depth understand of CAPC's CRM and learning management system. Preference will be given to those with an understanding of the US health care system and health care dynamics. Formal CAPC title is Member Relationship Associate.

Duties and Responsibilities:

- A. Respond to member requests for information and personalized regarding the utilization of CAPC member resources, technical assistance, and training.
- B. Present "How to Use CAPC Membership" webinars.
- C. Develop personalized learning pathways and other materials.
- D. Identify and proactively engage current members at risk of not renewing.
- E. Support membership sales through sales presentations.
- F. Collect and synthesize user feedback to inform future product development and effective messaging.
- G. Track and report on member utilization.
- H. Proactively maintain accurate member accounts in Salesforce database.
- I. Represent CAPC at industry events.
- J. Serve as a backup for the Membership Hotline.

Personal Attributes:

- A. Personable
- B. Detail oriented.
- C. Results driven.
- D. A strategic problem solver.
- E. Independent worker.
- F. Flexible.
- G. Service oriented.
- H. Effective communicator.

V. BACKGROUND REQUIREMENTS

- A. Bachelor's degree required.
- B. 1-3 years of professional experience (track record of outside engagement).
- C. Ability to effectively communicate in a team-oriented environment.
- D. Strong verbal/telephone skills
- E. Knowledge of the health care field preferred.
- F. Demonstrated ability to manage multiple projects.
- G. Exceptional interpersonal skills.
- H. Thrives in a dynamic and fast-paced entrepreneurial environment.
- I. Demonstrated experience working with databases; Salesforce a plus.
- J. Experience presenting to small and large audiences a plus.
- K. Excellent writing and communication skills.
- L. Facility with Microsoft Office suite.
- M. Ability to quickly learn new technologies, tools and processes.
- N. Ability to travel occasionally.

Organization Description

Palliative care is a rapidly expanding team-based medical specialty focused on improving quality of life for persons with serious illness and their families through relief of pain and other symptoms, communication about and support for person-centered goals, and continuity of care across stages of illness and settings of care. A growing body of evidence demonstrates that palliative care improves a patient's quality of care and quality of life and markedly reduces the need for costly hospitalization. Palliative care is now widely available in larger U.S. hospitals, and, for the dying, in hospice. Because of its impact on the value equation, demand for the benefits of palliative care services across the full continuum of care is rising.

Established in 1999, the Center to Advance Palliative Care (CAPC) is a national non-profit institutional membership organization located at the Icahn School of Medicine at Mount

Sinai. CAPC is devoted to increasing access to quality palliative care for seriously ill persons and their families across the United States. Originally supported entirely through philanthropy, CAPC successfully launched its organizational membership program in 2015. Membership organization types include health systems, hospitals, hospices, home health care, medical groups and others. CAPC has experienced significant membership growth and currently has 1,120 organizational members.

Palliative care is now well established and widely available (in hospitals and hospices), has high visibility, a strong evidence base, and is seen as a practical solution that can be implemented with reasonable investments in training and delivery system re-organization. As a result, at both national and local levels, interest is high in proven, efficient implementation support to ramp-up palliative care initiatives in all care settings.

CAPC serves as a major backbone organization for the field and pursues its mission through three strategies – building awareness and demand across a range of audiences, influencing supportive policy, and providing tools, technical assistance and training to support supply in terms of organizational capacity, workforce skills and effectiveness, and sustainable care models. We are the proven name brand for credible implementation support for palliative care.

This position description should not be construed to imply that these requirements are the only standards for the position. Incumbents will follow any other instructions and perform any other related duties as may be required. CAPC has the right to revise this position description at any time. CAPC is an “at-will” employer and as such, this position description does not constitute any form of contractual arrangement between the incumbent and CAPC.

Please submit Cover Letter and Resume to the link below:

<https://capc.submittable.com/submit/7c109990-f5cd-4fe2-ab4b-c338bd882242/customer-relations-associate>