

## **Job Description**

<b>Job Title</b>	<b>GP Liaison Executive</b>
<b>Department</b>	<b>Corporate Affairs</b>
<b>Reports to</b>	<b>Director of Corporate Affairs</b>
<b>Date</b>	<b>November 2012</b>

### **Overall Purpose of Job**

We will provide exceptional patient care in an environment where quality, respect, caring and compassion are at the centre of all we do.

### **Key Responsibilities and Deliverables**

The GP Marketing Liaison representative should be an enthusiastic and knowledgeable individual who will plan, organise and carry out GP liaison activities for UPMC Beacon Hospital.

Specifically, he/she will interact with GPs and their staff (practice nurses, secretaries) in order to encourage referral to UPMC Beacon Hospital, and will respond to and address specific concerns from these practices.

Overall, this position will serve as the first point of contact for customer-service issues and will report to the Director of Corporate Affairs with the aim of further strengthening relationships with GP's in the greater Leinster area.

## Person Specification

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Bachelor degree in Science, or nursing qualification. Business degree acceptable with previous healthcare experience.</li> <li>• Exceptional organisational skills and the ability to develop and maintain business relationships required.</li> <li>• Excellent interpersonal and communication skills (verbal/written/presentation), as well as the ability to exercise a high degree of initiative, judgment and discretion.</li> <li>• Knowledge of Microsoft Excel, PowerPoint, Word.</li> <li>• Valid driver's licence.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Sales experience within GP market.</li> </ul>
<b>Job Specific Competencies and Knowledge</b>	<ul style="list-style-type: none"> <li>• Reports to Director Corporate Affairs and works closely with Department to target GPs and plan activities.</li> <li>• Is totally familiar with UPMC Beacon Hospital's services and Consultants across all areas, both clinically and operationally, in order to fully communicate advantages of bringing patients to UPMC Beacon Hospital over competitor institutions. Is totally familiar with competitor offerings in order to have credibility among GP's.</li> <li>• Works closely with Director of Corporate Affairs to identify special needs of specific group practices; follow up all queries in a professional and timely manner.</li> <li>• Works closely with Corporate Affairs Department in order to maximise attendance at UPMC Beacon Hospital's GP meetings - follow up invitations personally.</li> <li>• Demonstrates flexibility. Prioritises and organises multiple duties in a constantly changing environment. Successfully manages competing demands.</li> <li>• Performs in accordance with system-wide competencies/behaviours.</li> <li>• Performs additional duties as required (may include out of hours work).</li> </ul>
<b>Personal Competencies</b>	<ul style="list-style-type: none"> <li>• All posts in UPMC Beacon Hospital require a high level of flexibility to ensure the delivery of an effective and efficient service. Therefore, the post holder will be required to demonstrate flexibility as and when required by their manager or hospital management.</li> </ul>

This job description is intended to be an outline of the areas of responsibility and deliverables at the time of its writing. As the Hospital and the post holder develop, this job description may be subject to review in light of the changing needs of the Hospital.

Job Description received by employee: \_\_\_\_\_

Signature

Date