

## Nurse Next Door Frontenac Lanark & Seaway Valley - Cornwall & Surrounding areas

### POSITION: RPN CARE DESIGNER

**Nurse Next Door** is a premium provider of in-home care services. We believe in helping seniors stay in their own home by bringing care plus choice, respect, belonging, autonomy and purpose to their lives.

We are seeking a proven, full-time **RPN Care Designer** to develop relationships with consumers and generate sales of home care services. The ideal candidate has a proven track record as a RPN nurse AND of generating new business in the assisted living, senior care, home care or other business to consumer (B2C) industry.

As a **RPN Care Designer** for NurseNextDoor Frontenac Lanark & Seaway Valley, you will be responsible for both new business development and after-sales service for our consumer clients. This individual will be a strong relationship builder and results oriented professional. **If you were described in one phrase, it is hustle with heart!**

The right individual will share our passion for providing exceptional home care for Seniors!!!

### MAJOR TASKS AND RESPONSIBILITIES OF POSITION:

- Clearly articulates Nurse Next Door's value proposition and unique offerings and engages clients in addressing their home care priorities
- Responsible for reaching goals for new client conversions and other Key Performance Indicators (KPI's)
- Develops and recommends home care plans, determining care goals with each client or their decision maker
- Manages home care delivery with new and existing clients
- Establishes new business opportunities by planning and organizing daily work schedule to maximize sales and service opportunities
- Demonstrates knowledge and understanding of Nurse Next Door services as well as client conditions requiring home care, home support, or nursing care
- Establishes and manages the local recruiting strategies and implements action plans to ensure that caregivers are available for all current visits and any potential new clients.
- Works very closely with our franchise scheduling team to ensure that all visits are properly filled and client's needs are met
- Continuously shares market information, including competitors' activity, with team members
- Conscientiously behaves in a professional, ethical and honest manner in all interactions with others

### Here's how you will do that...

- Conduct consult meetings booked at client homes and respond to telephone inquiries regarding Nurse Next Door services, making recommendations to meet customer needs
- Meet or exceed client conversion goals using customer-focused selling
- Provide timely follow-ups to ensure effective closing on all sales opportunities
- Work hand-in-hand with the care team and implement effective staff utilization techniques in order to ensure that we have the "Perfect Caregiver Match" with our clients
- Effectively onboard all new clients, including necessary administration tasks for all clients
- Effectively manage service provision for all active clients



NurseNextDoor Frontenac Lanark & Seaway Valley

[cornwall@nursenextdoor.com](mailto:cornwall@nursenextdoor.com)

1-613-703-7422

- Answer all texts, calls, or communications promptly and courteously
- Collect, enter and maintain client and care staff information in database
- Work closely with our Franchise Partner and other Care Designers to support clients and the overall business as a whole.
- Maintain product knowledge and stay current with all marketing promotions
- Learn about competitive offerings and changes in health care, in order to exceed customer expectations and compete in the marketplace

## REQUIREMENTS OF THIS POSITION

- RPN licence entitled to practice with no restrictions (RN to be considered as well)
- 2 years experience as an RPN in the industry. Sales and client management experience in the senior care, health care or pharmaceutical industry would be an asset
- Demonstrated ability to prioritize and manage multiple clients and tasks, proactively drive opportunities to meet sales objectives, and deliver on client and internal reporting timelines
- Must be resourceful, creative, and self-motivated, and have a pleasant, compassionate and helpful disposition
- Excellent oral and written communication skills, with proven presentation skills
- Excellent typing skills and proficiency with g-Suite and MS Office (i.e. cloud based software & email, Word, Excel, PowerPoint, databases etc.) and an overall aptitude for working within computer-based systems
- Well-developed problem-solving skills
- Demonstrated ability to effectively work in teams and also work autonomously, in a fast-paced, collaborative environment
- Thorough and accurate attention to detail in day to day activities
- Demonstrated ability to adhere to timelines and budgets
- Understanding of the marketing discipline as a whole to support the development and execution of sales strategies and ensure smooth communication of the brand to clients an asset
- Baseline understanding of the Canadian Healthcare landscape an asset
- Experience with scheduling software an asset

## Other Requirements

- Local area travel to various meetings or client sites within a 60min radius
- Not sensitive to any pets our clients may have
- Must have large flexibility with hours and ability to adjust to the exciting pace of daily client requests

## Who You Are...

- Demonstrated record of success achieving/exceeding targets with consumer clients
- Excellent verbal and written communication skills to communicate patiently, courteously, and professionally
- People oriented
- Ability to plan, organize and establish priorities to meet goals and achieve results
- Ability to work in a fast-paced customer sensitive environment
- Driven, self-motivated, result-oriented with a “go-getter” personality
- Excellent rapport building telephone communication and negotiating skills



NurseNextDoor Frontenac Lanark & Seaway Valley

[cornwall@nursenextdoor.com](mailto:cornwall@nursenextdoor.com)

1-613-703-7422

- Strong organization, time management skills, and attention to detail
- Ability to multi task – e.g. listen, talk and type
- Team player and able to work autonomously
- Technical Skills – Microsoft Office – Word, Excel, Outlook, and cloud-based applications with ability to navigate multiple applications

Job Type: Full-time

Experience:

- RPN: 1 year Licenced Experience (Required)



NurseNextDoor Frontenac Lanark & Seaway Valley

[cornwall@nursenextdoor.com](mailto:cornwall@nursenextdoor.com)

1-613-703-7422