Title: Blood Donor Recruiter

Pay Scale Group: 14

Essential Function

Under general supervision from a designated administrator, develop and successfully implement account-specific and territory sales plans in order to develop and maintain blood donor groups.

Characteristic Duties

- Develop and implement territory sales plans in order to develop, maintain and build a territory donor base. Attend professional meetings within territory, in order to make presence known in territory and to build territory relationships. Enhance community awareness of the need for blood donors through professional presentations and the ability to build relationships.

- Develop and implement account-specific plans in order to develop, maintain and build blood donor groups. Make sales calls on accounts in order to add new donor groups. Promote additional donations from established donor groups by collaborating with each organization coordinator/committee on recruitment ideas, educational programs and assist in promoting blood drive in each organization.

- Achieve collection goals (individual and team) within assigned territory utilizing sales and marketing skills and techniques, thoroughness, quality, and timeliness of communications to accounts and collaborating closely with other Hoxworth departments such as Donor Drawing, Volunteers, Public Relations.

- Lean and follow all donor recruitment SOPS, medical criteria, and procedures in order to promote and maintain an adequate and safe blood supply for the 14 counties and 25 hospitals served by Hoxworth Blood Center. Educate all donor groups and potential donors about the need and requirement for a safe blood supply.

- Collaborate and partner with Telemarketing Division of DRD in order to supply information on open blood drives, develop plans for new drives that will service untouched populations and in order to develop projects such as on-line registration.

- Manage time, priorities and resources related to pre-call planning, post-call follow-up and the mailing of promotional blood drive materials.

- Develop and successfully implement excellent customer relations and service skills.

- Collect, analyze and maintain territory and account data via Hoxworth donor database and DRD department files (computerized and paper files).

- Assist in the development of new promotional ideas and materials. Coordinate special events and programs (e.g., Explorer Club, summer programs, special promotional events, outreach events and educational programs).

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- Provide tours or the blood center as required. Make presentations to donor groups, schools and other interested organizations. Attend health fairs.

- Assist families and concerned individuals interested in supporting the blood component needs of specific patients.

- Collaborate with support staff.

- Perform related duties based on departmental need.

Minimum Qualifications

- Bachelor’s degree with one (1) year experience; -OR- Associate’s degree with three (3) years experience; -OR- five (5) years experience. Experience must be in sales or marketing.

Last updated: 11-16-06