



**Job Title:** Field Representative  
**Reports To:** Director of Nursing and Executive Director  
**Status:** Part-time or Full-time

#### Key Accountabilities

1. Development or recruitment of a network of licensed healthcare professionals willing to accept assignments from Promed, whether on a per diem or traveling nurse basis, at institutional accounts of Promed.
2. Professional development and quality control review and counseling to licensed healthcare professionals who are employees, part time or full time, of Promed Agency.
3. Retention of licensed healthcare professionals that are part of the network developed by the field representative.
4. Maintaining a high level of customer satisfaction from all agency clientele with the services of Promed Agency and the network of licensed healthcare professionals developed by the field representative.

#### Job Functions

To successfully perform their job and meet the expectations of their key accountabilities, a field representative / manager must master the skills needed to perform the following functions:

- 1) Network of Licensed Professionals Recruitment.
  - a) The recruitment of licensed healthcare professionals to work for Promed Agency, whether as a source of supplemental income or as their primary source of income and career advancement.
  - b) Social and professional networking and communication to promote to other healthcare professionals the goals and means to career advancement, skill development and income through participation in professional development seminars put on by Promed Agency and/or employment with Promed Agency.
  - c) The recruitment of skilled healthcare professionals whose experience and skill base enable them to perform in the top one half of their peer professional group, allowing Promed to confidently place them with clients.
  - d) The cultivation of employed professionals that encourages them to stay with Promed and upgrade their skills over the course of their employment career with Promed.

- 2) Designing and Conducting Professional Development Seminars
  - a) Identifying the key skills or information which are critical to the performance and career development of RNs, LPNs, and other skilled healthcare professionals.
  - b) Identifying emerging trends and/or skills which can enhance the performance base of healthcare professionals, whether generically or specific to a certain function or department, such as operating room procedures or telemetry procedures.
  - c) Identify and recruit professionals with exemplary experience, skills or knowledge in the practice of medicine to teach professional development seminars on behalf of Promed.
  - d) Gathering information and teaching tools necessary to design and conduct training seminars or publish on-line articles for the purpose of professional development and recruitment of new professionals to Promed.
  - e) In conjunction with the Director of Nursing and the Executive Director, conduct and present professional development seminars for Promed clients, employees and other licensed healthcare professionals.
- 3) Retention of Promed Employees
  - a) Maintain communications with the field representative's network of licensed healthcare professionals that have chosen to work for Promed to gauge their career satisfaction, willingness to continue accepting assignments or increase the number of assignments they accept and the quality of their job performance.
  - b) Encourage their network of licensed professionals to refer other healthcare professionals to participate in Promed's professional development seminar and/or to become employment candidates with Promed.
  - c) Ensure that employees in the field representative's network of Promed employees are committed to quality service to Promed clients and participate in all required or recommended orientation to Promed Policies, Procedures, and Facility Profile materials.
  - d) Cancellation requests are to be handled with diplomacy and tact, such that good client and employee relations are maintained.
  - e) Any client or employee demonstrating a pattern of frequent cancellations, late notice of cancellations or other abuse of standard practices is to be assessed by the staffing manager and the co-managing director. Where counseling does not lead to a positive change in behavior, it is the policy of Promed Agency to terminate the relationship.

## **Recruitment**

The field representative / manager is part of a team within Promed Agency that shares responsibility for the marketing of Promed as an employer. As such, the individual accountability of the field representative / manager to the development of his or her "network" of Promed employees is supported by advertising, job fairs, networking and other activities that may be directed or performed by agency management. However, the execution or lack thereof of these supportive activities in no manner relieves the field representative from their primary accountability for the development of a network of licensed healthcare professionals willing to participate in professional development

programs of Promed and the conversion of as many of them as possible to employment as new agency personnel.

The field representative / manager is responsible for developing their own marketing and recruitment plan for the creation of their network. Among the methods that a field representative should consider using in this plan are:

- Referrals from existing or past employees, sister agencies, and nursing schools
- Social networking
- Working in the field as an employee of Promed and contacting other healthcare professionals working at those assigned facilities
- Networking with nursing schools and their faculty
- Participation in professional societies or associations
- Direct Mail solicitations
- Cold Calls
- Recruitment and Retention Mixers, whether hosted at the agency, at client facilities, nursing schools, or the homes of current employees
- Job Boards
- Email newsletters, job opening announcements, blogs, etc.
- Job Fairs
- Internet advertising
- Traditional advertising

### **Field Representative Compensation**

- When accepting field assignments from Promed, the field representative will be paid at highest established hourly compensation rate to Promed employees for that account, that shift, and that skill level
- When conducting a professional development seminar for Promed, the field representative will be paid a flat fee of \$350.
- Monthly bonus – Two components 1.) Signing bonus for each new employee at the prevailing rate published by Promed 2.) Profit sharing bonus on all hours worked by Promed employees whom the field representative has recruited to Promed as part of their network