



PEACE CORPS RESPONSE

Volunteer Position Description

GENERAL INFORMATION (TO BE COMPLETED BY PEACE CORPS IN-COUNTRY STAFF):

Country:	St. Lucia, Eastern Caribbean
PCRVR Position Title:	Business and Marketing Specialist
Site Name (location):	St. Jude Hospital, Vieux-Fort, St. Lucia
# PCRVRs Requested:	1
Desired Start Date:	June 2015
Length of Assignment:	12 months

SECTION 1 (TO BE COMPLETED BY PARTNER ORGANIZATION AND REVIEWED BY POST STAFF):

Partner Background:

Partner Organization Name:	St. Jude Hospital (SJH)
Organization Type:	Statutory Body of the Government of St. Lucia
Organization's Mission and Goals:	<u>Mission:</u> To provide quality healthcare within an enabling environment through a cadre of competent and caring personnel, modern technology and adhering to international accreditation standards <u>Goal:</u> * Center of Medical excellence *Operational efficiency *Financial Viability * Effective Human Resource Management * Accountability * Patient focused services * Customer satisfaction * International Accreditation
Name and Title of PCRVR Counterpart	Mr. Beverly Edley Robert, Director of Finance & Budgeting
Other primary stakeholders (if any):	Chief Executive Officer

Project Background:

St. Jude Hospital has been providing health care services in St. Lucia for approximately forty eight years. The hospital was evacuated to the George Odum Sports Stadium on September 9, 2009, after a devastating fire. Most of the services that were available at the old hospital have resumed at the Stadium including two operating rooms. The time spent at the Stadium is being used to reengineer operational systems and to develop and revise operational and clinical policies and procedures.

The renovated hospital is scheduled to be reopened in late 2015. It will be a modern facility with state of the art equipment and technologies. In preparation for the move into the new facility, SJH is seeking to completely reassess business operations and establish a more business oriented culture to ensure improved operational efficiency and financial viability. This will enable the hospital to better fulfill its core mission of providing quality healthcare to the underserved population of St. Lucia.

Role of the Volunteer and Duties & Responsibilities:

The role of the Peace Corps Response Volunteer (PCRV) is to provide assistance to the Management Team in conducting a comprehensive assessment of SJH business operations and in developing plans and procedures to strengthen business operations. More specifically, the Volunteer will assist with the following:

- Assessing the operations of the various sub-units of the Accounts Department.
- Gathering business related information through consultations/interviews with staff, clients, vendors and other stakeholders.
- Identifying opportunities to increase revenues, as well as to reduce operational costs and non-value added activities.
- Conducting training for relevant staff members in proper business procedures/practices.
- Automating the sub- units of the Accounts Department.
- Developing a Business Operational Plan and a Marketing and Promotions Plan for SJH.
- Establishing ties with charitable/philanthropic organizations.

Volunteer Deliverables:

BY the end of the 12-months assignment, the PCRV will have completed the following:

- Conducted a comprehensive assessment of SJH business operations
- Assisted in developing a Business Operational Plan
- Assisted in developing a Marketing and Promotions Plan
- Assisted in developing a capital budget
- Facilitated training sessions for staff of the various sub-units of the Accounts Department

Minimum Qualifications:

- Master's Degree in Business Administration
- Minimum of three years' experience in business operations at the middle or senior management level.
- Experience in healthcare administration, processes and operations at a senior management level
- Excellent oral and written English skills
- Advanced computer skills

Desired Qualifications:

- Experience in marketing and promotions
- Experience in preparing budgets, policy and procedures manuals

Working Conditions:

The PCRV will be working within a health care environment where services are being delivered to patients on a daily basis. As a result, the PCRV will be expected to interact with a variety of health care professionals at every level of the organization and at times with patients. The PCRV will be engaged in very limited travel assignments and would utilize hospital transportation during these outings.

The PCRV will work alongside the Director of Finance and Budget but will also be expected to collaborate closely with the Chief Executive Officer, Management Team and various Heads of Department. The Volunteer will have daily access to telephone, internet and computer services at the hospital in order to perform the required duties.

The standard of dress in the workplace is professional attire. Men may wear clean cotton slacks with a dress shirt, and comfortable dress shoes. Women may wear dresses, skirts or slacks with blouses, and comfortable dress shoes. Ripped or patched clothing is not acceptable in the workplace, nor are flip flops, tank tops, blue jeans, or shorts. Tattoos and body piercing, especially on women, may attract negative attention from community members and therefore should be covered.

English is the working language but Kweyol is widely spoken, particularly in the communities.

Supervision Requirements:

The Peace Corps Response Volunteer will report to the Peace Corps Country Director or his/her designee. The PCRV will be expected to abide by all Peace Corps rules and regulations. The PCRV will also be expected to report to the Chief Executive Officer of SJH once a week to provide updates on progress of the project, to clarify and address concerns and receive guidance on the way forward on specific issues.

Sharmon Jules, Associate Peace Corps Director for St. Lucia will be responsible for overseeing the work of the PCRV during the 12-months assignment.

Orientation:

Orientation for Peace Corps Response Volunteers is typically three days in length. PC Response Volunteers are required to complete standardized sessions, including safety and security and reporting allegations. Post will also conduct sessions on administrative policies and procedures, health and wellbeing, and project specific information.

Additionally, the PCRV will receive a short orientation from the Partner Organization. The orientation will include introduction to the Volunteer Coordinator, Management team, Project Coordinator, SJH Management Board, Heads of Departments, SJH staff, hospital administrative policies and procedures, and project information.

Safety and Security:

The PCRV will receive a comprehensive safety and security briefing during orientation with Peace Corps. It is critical that PCRVs use caution and common sense and follow the security guidelines developed by Peace Corps/ Eastern Caribbean. Volunteers who violate safety and security protocols may be administratively separated. Further information on safety and security can be found in the Welcome Booklet upon acceptance.

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