

Market Development Manager

Amada Senior Care – Twin Cities Region

At Amada Senior Care, we combine professional excellence with heartfelt care. We help seniors remain in the comfort of their homes, connected to family and community, and supported with dignity. We are seeking a Market Development Manager to strengthen referral relationships, expand brand visibility, and help more families access trusted, compassionate care.

What You'll Do

- Build and maintain referral relationships with hospitals, senior living communities, hospices, rehab centers, and other senior care partners.
- Connect with key decision makers — social workers, care managers, discharge planners, executive directors, and professional advisors (elder law attorneys, financial planners, LTCi agents).
- Plan and participate in strategic referral and community events including professional seminars, Chamber of Commerce gatherings, and other high-value networking opportunities to strengthen relationships and expand Amada's visibility.
- Represent Amada at networking groups, community events, and educational sessions to build visibility and trust.
- Deliver presentations such as community education sessions, Lunch & Learns, and professional seminars on topics including Long-Term Care Insurance (LTCi) and Veterans Administration (VA) benefits.
- Collaborate with the Client Care team and Community Outreach & Partnerships Coordinator to evaluate and create events that offer value to referral partners and families alike.
- Track activities and results in CRM, sharing insights with the team and reinforcing trust with referral sources.

What We're Looking For

- 2–5 years of outside sales, business development, or referral marketing experience (healthcare or senior care a plus).
- A proactive, self-motivated professional who enjoys growing a network and achieving measurable goals.
- A genuine passion for serving seniors, with the ability to connect authentically with others and foster long-term partnerships.
- Strong communication and presentation skills, with the ability to engage both professional partners and community audiences.
- Organized, collaborative, and adaptable to changing market conditions.
- Bachelor's degree preferred, or equivalent professional experience.
- Valid driver's license and reliable transportation (travel throughout the Twin Cities metro).

Why Join Amada

At Amada, you'll join a supportive, mission-driven team that values trust, care, and community relationships. You'll be part of an established but growing company, with the opportunity to shape referral strategies and make a real impact.

Compensation & Benefits

- A competitive base salary of \$60,000, plus an incentive plan tied to referral success and company growth.

- 401(k) retirement plan with a 3% company match after one year of service.
- Paid time off and holidays to support your work-life balance.

Apply today and help us bring dependable, compassionate care to more families in the Twin Cities.