

## POSITION DESCRIPTION

**Job Title:** Manager of Sales and Marketing, MHA Ventures, Inc.

**Reports to:** Director of Operations, MHA Ventures, Inc.

**Job Summary:** To provide professional level sales and marketing support and coordination to the programs of MHA Ventures, Inc. To perform staff assignments independently and at the direction of the Director of Operations of MHA Ventures, Inc., and in accordance of the Montana Hospital Association, the parent company, relative to the successful fulfillment of goals established for the program.

Below is an outline of duties and responsibilities that are required of the Program. Every effort has been made to make this position description as complete as possible. However, it in no way states or implies that these are the only duties that will be required to be performed.

### Duties and Responsibilities

- Manage the MHA Ventures Endorsed Vendor relationships and successfully market vendor specific products and services to the MHA membership.
- Serve as the primary liaison between MHA Ventures Endorsed Vendors and MHA Members. This includes driving sales and advancing marketing objectives.
- Exceptional scheduling a must. Facilitate appointments through every available channel between Endorsed Vendors and MHA Members to advance the sales and marketing workplan.
- Travel frequently with MHA Ventures Endorsed Vendors to all MHA Members across Montana in all weather conditions.
- Coordinate new endorsed vendor implementation, including schedules, deliverables and issue tracking.
- Work with clients to help them achieve full utilization within the entire facility and gain the greatest value from the Ventures contract portfolio; Identify opportunities to up-sell and out.
- Gather information from clients of their clinical performance improvement initiatives to assist in accomplishing their business and quality objectives.
- Create, maintain and update MHA Ventures program marketing materials, marketing framework and workplans.
- Develop, maintain and leverage LinkedIn and other on-line channels and resources.
- Proactively communicate and provide Ventures program information and respond to inquiries from current clients and potential clients by providing telephone and email support. Excellent verbal and written communication skills are a must.
- Ensure and maintain member, client and vendor confidentiality.
- Be the point-of-contact for MHA members and act as a customer advocate as well as a resource to coordinate assistance between MHA Members and Ventures programs. Assist when problems arise.
- Work independently and collaboratively with the MHA Ventures team to achieve goals and benchmarks for long term organizational success.
- Establish and maintain strong, trust-based relationships with clients and strategic business partners for long term success.
- Monitor client satisfaction and implement appropriate strategies, tactics and operational initiatives to continuously enhance client satisfaction.
- Communicate effectively with MHA Ventures and MHA staff, MHA member staff, and vendors.
- Assess evolving client expectations, needs and priorities to ensure effective service delivery.

- Support the implementation of marketing strategies as established by the Director of Operations; act in accordance with MHA Ventures sales protocol.
- Technical Assistance
  - Moderate and update MHA's Materials Management email List Serve.
  - Facilitate vendor webinars and other on-line and in-person events and channels.
  - Assist with monitoring member and vendor agreements and conducting research on marketplace viability.
- Other Duties
  - Attend meetings, conferences, and seminars that will enhance the workforce program services, business, relationships, knowledge, and attain goals.
  - Investigate situations, prepare reports and make recommendations on workforce related matters.
  - Perform related duties as assigned by Director of Operations of MHA Ventures as appropriate and pertinent to role in organization.
  - Prepare annual workplans, quarterly progress reports and other updates as requested.

### **Required Skills and Abilities**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities listed above.

- General Characteristics
  - This position requires a high degree of initiative.
  - Individual must possess demonstrated organizational skills with the ability to work on more than one project at a time, outstanding customer service, computer, and communication skills as well as a positive attitude.
  - Other key characteristics include a strong work ethic, detail orientated, self-motivation and ability to work both independently and as part of a team.
- Office Equipment Requirements
  - Operate a computer, smart phone, printer, multi-line telephone, copy machine, scanner.
- Computer Software Requirements
  - Microsoft Office (Outlook, Word, Excel, PowerPoint, Publisher, Teams), video telephony and online chat services (i.e. Zoom),
  - Ability to learn software in support of program activities including Adobe Illustrator, InDesign, and other apps that advance coordination, marketing and communication objectives.
  - Ability to manage and leverage social media and on-line communications channels.
  - Experience with CRM and/or association management software solutions.
- Mathematical Skills
  - Ability to calculate figures and amounts such as discounts, interest, commissions, proportions and percentages; concepts of basic algebra.
- Reasoning Ability
  - Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.
- Language Skills

- Ability to read and interpret documents such as safety rules, operating and maintenance instructions and procedure manuals. Demonstrated ability to write reports and business correspondence. Ability to effectively and professionally present information and respond to questions from groups of managers, clients, customers, and the general public.

### **Education and Experience**

- Bachelor's degree preferred, minimum Associate required.
- Healthcare and/or two to four years of experience with emphasis on health administration, sales and marketing, public health, business or public administration, or field/profession relevant to healthcare.
- Equivalent combination of education and experience will be considered.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to sit and talk or listen.
- The employee frequently is required to use hands to manipulate, objects, tools or controls.
- The employee is occasionally required to stand, walk and reach with hands and arms.
- The employee must occasionally lift and/or move up to 50 pounds.
- Specific vision abilities required by this job include close vision.

### **Travel Demands**

- Day and overnight travel is required on a frequent basis for this position.
- **Ability to travel up to an estimated 60% of qualified work hours is a must for this position.**
- Employee must hold a valid, unrestricted Montana driver's license.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- This position works in a controlled office environment at the Montana Hospital Association offices in Helena, Montana and in hotel rooms while traveling.
- The noise level in MHA offices is usually quiet.

### **Status**

Exempt, Full Time

*Revised December 2020*