

Job Description

Job Title	East, Regional Director of Sales		
Reports to	Senior Vice President of Strategic Partners		
Effective Date	August 15, 2021	Manager of People	No
FLSA Status	Exempt	EEOC Class	4

ABOUT NCHA

NCHA is a statewide trade association representing more than 130 hospitals providing acute care, ambulatory care, sub-acute care, rehabilitative, home health and hospice services, behavioral health services, state psychiatric inpatient services and veterans' services. The association promotes and supports our members and associated partners by advocating for sound public policy, advancing collaborative partnerships, and accelerating innovation to improve the health of the communities where we live and work. NCHA achieves this work by leverage the scope and scale associated with a \$17+ million-dollar organization, which is funded by members' dues, grants, and shared service.

PURPOSE

Responsible for managing and directing sales and marketing efforts for the NCHA Strategic Partners group purchasing program and other business partner relationships to NCHA members and other eligible healthcare providers in North Carolina within assigned territory. Assist with the planning, initiating, selling, and implementation of all NCHA Strategic Partner services and program offerings.

RESPONSIBILITIES

- Manage the sales, marketing strategies, and tactics for all the NCHA Strategic Partners' programs and eligible health care providers in a specific territory.
- Provide analysis of Provista/Novation agreements that provide value to acute and non-acute facilities.
- Plan and initiate onsite visits to potential provider customers and existing in order to begin the sales process or penetrate existing accounts.
- Build specific marketing packets for presentations to potential and existing customers.
- Develop and conduct sales presentations to appropriate personnel within specific territory.
- Complete the process of enrolling customers and making sure all necessary paper work is completed in coordination with a specific business partner.
- Maintain an active business relationship with healthcare facilities administration, including CEOs, CFOs, directors, pharmacist, materials management staff, human resources staff, and other department managers.
- Develop close working relationships and contacts with healthcare product distributors, manufacturer representatives, and NCHA Strategic Partners' business partners sales representatives.
- Manage the gathering of pricing information with potential customers to conduct/complete a cost analysis comparison and impact analysis. Meet with potential customers to review cost analysis data.
- Responsible to grow group purchasing program and other business partner sales/revenue in specific territory.
- Assist in training support team members directly involved with supply chain management and analytics.
- Participate in all board functions and meetings involving NCHA Strategic Partners.
- Perform other duties as assigned.

MISSION/VISION/VALUES

- Embrace the NCHA mission to improve the health of the communities where we live and work by advocating for sound public policy and collaborative partnerships.
- Support the vision for A North Carolina where high-quality healthcare is equitable and accessible for all.
- Demonstrate the association's core values in all relationships, at all times. Respect. Integrity. Teamwork. Accountability. Perseverance.

INTERNAL RELATIONSHIPS

- Work closely with the Senior Vice President of Strategic Partners, Senior Director of Sales & Marketing and other NCHA Strategic Partners sales representative to develop and maintain NCHA Strategic Partners programs and services.
- Work with all NCHA staff as assigned.

EXTERNAL RELATIONSHIPS

- Develop and maintain good working relationships with hospitals, health care organizations, long-term care, and community based organizations, other state hospital associations, quality improvement organizations, governmental agencies, and funders.

EDUCATION AND EXPERIENCE

- Bachelors' degree in related field.
- Minimum five (5) years in sales, preferably healthcare related.
- Experience in healthcare group purchasing programs, supply chain or medical sales.
- An equivalent combination of education, training, and experience may be considered.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge in SmartSheet, Salesforce and DocuSign preferred.
- Knowledge of the healthcare industry.
- Creative, well spoken, and articulate in order to effectively communicate with customers and to give presentations.
- Excellent skills in developing and nurturing customer relationships and in closing sales.
- Advanced computer skill with experience in word processing, spreadsheet, and database software.
- Ability to work collaboratively with team.
- Ability to manage and organize time effectively.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

- Work performed mostly in an office environment.
- Use a computer throughout the workday.
- May require occasional travel (or change travel expectation as appropriate).

COVID-19 VACCINATION POLICY AND PROCEDURE

- Newly hired NCHA staff will be expected to achieve policy compliance within the first six weeks of NCHA employment.
- NCHA staff may receive the vaccine from any vaccine provider.
- NCHA staff must provide documentation of vaccination to the Director of Human Resources.
- Acceptable proof of vaccination is a document (CDC COVID Vaccination Record Card) by the professional who administered the vaccine which is a World Health Organization (WHO) approved COVID-19 vaccination dosage series or have received the single dose J&J vaccine.
- Vaccination exemptions may be granted for documented medical contraindications/circumstances and religious beliefs

North Carolina Healthcare Association is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, age, sex, national origin, veteran status, disability, sexual orientation, or other protected status.