

## Job Description

<b>Job Title</b>	<b>Account Manager (West)</b>		
<b>Reports to</b>	Executive Director of Sales and Marketing		
<b>Effective Date</b>	August 1, 2024	<b>Manager of People</b>	No
<b>FLSA Status</b>	Exempt	<b>EEOC Class</b>	4

### **ABOUT NCHA**

NCHA (North Carolina Healthcare Association) is a statewide trade association representing more than 130 hospitals providing acute care, ambulatory care, sub-acute care, rehabilitative, and other healthcare 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 leveraging the scope and scale associated with a \$20+ million-dollar organization, which is funded by members' dues, grants, and shared services.

### **PURPOSE**

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

### **RESPONSIBILITIES**

- Take inquiries and requests from customers and address their needs.
- Keep well informed of accounts, making sure they are receiving services that are within their budget and meeting their needs.
- Meet regularly with team members to discuss progress and find new ways to improve business.
- Create business reviews to examine with customers and leadership.
- Identify upsell, cross-sell, and renewal opportunities and document in account management system (AMS).
- Manage the sales opportunities, marketing strategies, and tactics for all NCHASP business partner programs to health care providers in an assigned territory to meet goals for each year.
- Provide analysis of group purchasing and other business partner agreements that provide value to acute and non-acute facilities.
- Plan and initiate onsite visits to potential and existing provider customers to begin the sales process or penetrate existing accounts.
- Build specific marketing packets and create PowerPoint presentations for new and existing customers presentations in assigned territory.
- Complete the process of enrolling customers and making sure all necessary paperwork is completed in coordination with a specific business partner.
- Maintain an active business relationship with healthcare facilities including appropriate leaders, directors, pharmacists, supply chain, human resources, and other department managers or directors.
- Develop close working relationships and contacts with healthcare product distributors, manufacturer representatives, and NCHA Strategic Partners' business partners' sales representatives.
- Gather 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 for growing all business partner sales/revenue in assigned territory in accordance with individual and team sales goals.
- Participate in all board functions and meetings involving NCHA Strategic Partners.
- Attend association conferences and education sessions as assigned.
- 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, always. Respect. Integrity. Teamwork. Accountability. Perseverance.

### **INTERNAL RELATIONSHIPS**

- Work closely with the President of Strategic Partners, Senior Director of Strategic Partners, and other NCHA Strategic Partners team members 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.

### **REQUIRED-EDUCATION AND EXPERIENCE**

- Associate or bachelor's degree in related field.
- Minimum two (2) years in sales, preferably healthcare related.
- Experience in healthcare group purchasing programs, supply chain or medical sales – not negotiable.
- An equivalent combination of education, training, and experience may be considered.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

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

### **WORK ENVIRONMENT AND PHYSICAL DEMANDS**

- Work performed mostly in a remote office environment
- Use a computer throughout the workday.
- Prefer for candidate to live within account territory (west of Greensboro)
- Requires driving travel up to 3 days per week.

*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.*