

Product Marketing Manager

JOB DESCRIPTION

Position Title: Product Marketing Manager

The Network for Regional Healthcare Improvement (NRHI) is a national organization focused on promoting meaningful improvements in healthcare quality and cost containment. NRHI represents more than 30 regional health improvement collaboratives (RHICs) and state-affiliated partners, all working toward the goals of better health, better care, and lower costs. Our initiatives begin with support from our members and are organized around high-level topic areas including data transparency, multi-region innovation, transformation support and policy & practice.

This is a fulltime position working half time on both the Getting to Affordability and HealthDoers Network projects which are funded by the Robert Wood Johnson Foundation and led by NRHI. This individual will report to the Executive Director, Healthcare Affordability and Executive Director, HealthDoers Network and work closely with the President and CEO, NRHI member Regional Healthcare Improvement Collaboratives (RHICs), Communications team and project partners and ambassadors. This individual will refine and implement marketing plans to achieve sales goals, project objectives and deliverables.

In the pursuit of advancing payment reform, the Getting to Affordability project, is a multi-regional innovation initiative focused on the production, sharing and use of information about the total cost of care. Currently, eleven RHICs, all at varying stages of product development and implementation, are working collaboratively in a unique approach to standardizing how they report cost information. Balancing local customization with alignment to national efforts makes the information consistent, relevant, and actionable and recent policy changes are increasing market demand for these products and services.

HealthDoers is a premier network for health and health care changemakers to come together to connect, collaborate and accelerate their work. At the heart of HealthDoers is an easy-to-use online platform that supports tailored collaboration and shared learning. HealthDoers fosters strong community connections to accelerate health improvement, bringing together groups and individuals with shared goals.

Position Summary

Using the recently completed Market Opportunity Assessments, this individual will work closely with the NRHI team, Getting to Affordability project team, HealthDoers Network team and

internal and external communications team to plan, launch, and implement a marketing and commercialization effort for the Total Cost of Care and HealthDoers Network product suites. Actively engage in the sales process, identifying and interacting with potential customers.

This individual will:

- Refine and implement a marketing plan and go to market strategy to targeted customers, follow up on all leads, arrange sales presentations and conduct all follow up activities to achieve organizational sales goals and revenue targets
- Review and advise leadership to refine the commercialization strategy to offer products to national and regional customers
- Maintain sales reports to track progress to sales goals
- Attain quarterly sales goals and execute corrective measures if monthly performance deviates from plan
- Work closely with the communications team to further develop and leverage the value proposition for successful marketing of products to targeted audiences, both for current and future products
- Work with communications team and marketing consultants to develop and refine marketing collateral for existing and future products
- Engage partners and members throughout the entire sales process from lead generation to contracting
- Generate new, qualified leads and conduct needs assessment and scoping calls, virtually and in person
- Support RHICs in developing customized marketing and implementation plans for Getting to Affordability products and services

Additional capabilities and skills include:

Communication Skills: Exceptional and demonstrated ability to communicate effectively, both written and verbally with impeccable spelling, grammar, and consistent voice while keeping in mind the vision of the organization and projects.

Marketing Skills: Expertise in bringing new products to market, including but not limited to technical products.

Sales Skills: Proven sales leader with documented success selling complex products within a limited market.

Organizational Skills: Superior organizational and project management skills with ability maintain a database and flexibility to consistently meet shifting priorities and deadlines.

In summary, the ideal candidate will be experienced in a wide range of product marketing and sales skills. This person must be confident, well organized, and comfortable working in a fast paced innovative environment with a high level of professionalism. Confidentiality is a fundamental expectation, as well as exceptional written and verbal communication skills, strong decision making ability and sharp attention to details. Demonstrated judgment and ability to effectively handle problems quickly and efficiently is also essential.

Requirements:

- Bachelors or master's degree from a recognized college or university with a major in marketing, business, or a healthcare related field
- Proven track record taking new products to market
- 7-10 years experience in product marketing and sales
- Experience in the healthcare field required; knowledge of healthcare data strongly preferred
- Knowledge of social networking platforms and social network theory
- Exceedingly strong sales, implementation, and relationship management skills
- Excellent interpersonal skills, with an open and collaborative work style and commitment to get the job done
- Excellent communication skills, both verbal and written
- Demonstrated commitment to high professional ethical standards
- Ability to look at situations from several points of view
- High comfort level working in ambiguity and a diverse, fast-paced environment
- Team player and ability to leverage and collaborate across various organizational projects

This position is contingent on grant funding. Local candidates preferred, remote opportunity considered. Up to 15% travel required.

Qualified candidates please complete our application and submit your resume and cover letter and via the careers section of our website <http://www.nrhi.org/about-nrhi/careers/>.

NRHI is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected Veteran status.