



Ambulatory Medical Centers
Skilled Nursing Home Care
Preferred Care Plan

Praise Concourse Plaza
18 Queens Drive
Suite W102
Montego Bay, St. James
Jamaica W.I.
Tele: 876-926-2097 or 876-508-3424
Email: hello@intelmedcares.com
Web: <http://intelmedcare.com>

JOB DESCRIPTION

POSITION: Director of Business Development

STATUS: Exempt; Full time Salary plus commission and bonuses

REPORTS : Chief Executive Officer

SUPERVISES: Sales and Marketing Team

OFFICIAL DUTY STATION: Corporate Medical Center

SUMMARY:

Accomplishes IntelMed Group business development activities by researching and developing marketing opportunities, plans and executions:

The **Director of Business development** position will report directly to the Chief Executive Officer. The candidate must be a high energy, highly organized individual who is excellent at prospecting, qualifying and closing new business accounts as well as maintaining a base of accounts. He/she must be capable of designing and implementing a strategic sale and marketing plan with emphasis on key account targeting and development of relationships with prospective clients. The ideal candidate will have:

- Five-ten years' experience selling health/life insurance, pharmaceutical or medical products, preferably in contract healthcare network
- Established relationships with potential clients with the intent to buy-out IntelMed Preferred Care Plan



- A successful history of building new relationships
- A proven record of meeting and exceeding quota – documented accomplishments
- A proven ability to strategically market our core services in order to grow the business

Job Duties:

- Overseeing the marketing department individual and team project's
- Retain, extend, and acquire customers through effective identification of opportunities and specific needs for our industry
- Establish/ build strong client relationships that provide growth, profitability, and predictability
- Assume active leadership role in the development and implementation of marketing strategies to attain assigned marketing objectives
- Build on-going knowledge of current industry trends, competitive information and industry/technical knowledge and disseminate that information with company colleagues
- Maintain records with client's information, including sales
- Develop marketing strategies and effective promotional and marketing campaigns with effective communication plan to be used across all marketing, PR and social media platform.
- Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; identifying trends; determining system improvements; implementing change by planning, developing, implementing, and evaluating advertising, health fairs, and business promotion programs; developing field sales action plans.
- Identifies marketing opportunities by identifying client's requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Improves healthcare marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving client relationships; coordinating new sales development.
- Sustains rapport with key client's accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
- Provides information by collecting, analysing, and summarizing data and trends.
- Protects organization's value by keeping information confidential.



- Accomplishes marketing and organization mission by completing related results as needed.

SKILLS AND QUALIFICATIONS:

- ✓ Five to ten years of experience in outside sales of medical services – preferably in Healthcare, Insurance or BPO industry
- ✓ Successful history of building new relationships
- ✓ Knowledge of technical and marketing skills including professional, impactful presentations
- ✓ Ability to convey highly technical information
- ✓ Proven leadership skills
- ✓ Ability to demonstrate both clinical and sales aptitude
- ✓ Excellent communication and interpersonal skills
- ✓ Strong networking and negotiation skills
- ✓ A hands-on and customer-centric approach
- ✓ Ability to forge strong relationships in a commercial environment, particularly in the BPO, hospitality and the private sector.
- ✓ Flexible and self-directed
- ✓ Demonstrated strong closing skills
- ✓ Determination to succeed and overall career ambition
- ✓ Excellent time management and follow-through skills with strong ability to prioritize tasks exceptional problem-solving skills
- ✓ Strong marketing and business development skills
- ✓ Presents a polished and professional appearance
- ✓ Proficient in Microsoft office products, especially Word and Excel
- ✓ Valid driver's license, reliable transportation and a clean driving record with car insurance

Preferred Qualifications

- Sales/Marketing of contract healthcare, Insurance and BPO services
- Bachelor's degree

Travel Requirements



- This position requires up to 50% travel on average, including overnight and regional travel.

Environment & Working Conditions

This position is generally performed indoors in an office environment, many times on the premises of client's or potential clients. As a salaried exempt position, the role requires the willingness and dedication to invest the time required to get the job done, which may include working more than 40 hours per week. Other duties and responsibilities will be assigned as required by senior management