

QUALITY CARE PARTNERS JOB DESCRIPTION

JOB TITLE: Sales and Marketing Analyst

POSITION SUMMARY:

Ongoing responsibility for working collaboratively with Director of Sales and Marketing to gathers, interpret, and use complex data to develop actionable steps that will improve processes and optimize results. Day-to-day, assesses company and client needs, receives robust information, and analyzes it, looking for telltale trends or areas for improvement. Create and improve QCP customer products, sales and image. Responsible for working closely with employer groups, benefit representatives, internal and external company and/or vendor reps involved in group set up/implementation and ongoing smooth administration of the health plan offerings.

Coordinates customer complaints and ensure maximum client satisfaction. Maintain and gain customers through recommendation of product features and maintain QCP's culture in excellence standards.

Participate in research, planning and program development activities for QCP. Develop and distribute materials to support all marketing, sales and assume responsibility for social media platform communications ongoing.

PRIMARY RELATIONSHIPS:

Within the Organization, the position has primary working relationships with the Dir of Sales and Marketing, Dir of Finance and CEO, Customer Service representative and provider relations as needed.

Outside the organization, the position creates and builds on relationships with new and existing Third-Party administrators, stop loss carriers, brokers/consultants, providers, and employers throughout Ohio.

RESPONSIBILITIES:

- Acts as primary resource for employer, TPA, and broker related to group plan administration and coordination of responses to solve issues as identified
- Source appropriate documents necessary to obtain quotes, maintain client records and prepare reports and support sales
- Analyzes consumer needs and determine how current services of QCP are meeting these needs, as well as gaining input from internal and external customers in the development of new services
- Maintains general understanding of benefit design and reinsurance market as well as fully insured industry trends
- Performs and analyzes reporting/analysis necessary using software of QCP (i.e.: GEO, Disruption and Repricing)
- Accountable for the contract execution for new and renewed group sales
- Upon sale of new group or renewal changes educates appropriate persons inside and outside of QCP for smooth execution of benefit administration
- Responsible for implementation and maintenance of data necessary to efficiently and effectively manage sold group, coordinating the data needs from various constituents.
- Prepares necessary renewal reporting for employer group summaries and broker meetings with employers
- Supports QCP through media exposure and locating exhibits/conferences for QCP to participate.
- Attends marketing/networking events as necessary representing all QCP services
- Develop news releases, social media posts, brochures, success stories, and other media presentations, ensuring quality and consistency of brand for QCP
- boost customer engagement on social media
- Other duties as assigned.

REQUIRED QUALIFICATIONS:

- Bachelor's degree in business, marketing, or similar relevant fields preferred
- 3 years of previous working experience in related/data analysis duties
- Experience in project planning and excellent communication skills a must
- Advanced Microsoft skills
- Resilient spirit and a persistent nature
- Impeccable interpersonal skills and friendly attitude
- Proven Time management abilities

DEMONSTRATE QCP VALUES:

- The values of Quality Care Partners are demonstrated on a daily basis and reflected through job duties and responsibilities as evidenced by:
- **Caring:** Seek to listen, understand, and respond to our customers' needs with care; Communicate with co-workers and customers with positivity and empathy; Be good stewards of QCP resources.
- **Excellence:** Strive to exceed, not just meet expectations; Always deliver services with accuracy and efficiency; Recognize and utilize your strengths and the strengths of others.
- **Improvement:** Bring new ideas to create positive change and solutions; Be open to the ideas and suggestions of others; Be an advocate to continuously improve QCP.
- **Accountability:** Take ownership for your daily decisions; Stay focused on your job and eliminate distractions while at work; Demonstrate QCP values in everything you do

TRAITS AND ATTRIBUTES:

- High level of awareness of pertinent details; excellent organizational skills.
- Excellent verbal and written communication skills.
- Must handle pressure effectively.
- Professional appearance and demeanor.
- Able to maintain confidentiality.
- Excellent computer literacy and skills with the ability to master programs needed for position.

PHYSICAL DEMANDS AND WORK CONDITIONS:

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.

- Must have unrestricted Ohio Driver's License
- Must be able to hear, speak, and see and to coordinate motor skills.
- Must be able to climb, lift 25 pounds, stoop and bend and reach above head.
- Ability to collect data, interpret findings, set priorities, and carry out established plan.
- Ability to read, write and utilize manual and computerized systems of documentation.

REPORTING RELATIONSHIPS:

Position Reports To: Director of Sales and Marketing