

Connecticut Health Insurance Exchange

Job Posting Business-to-Business Outreach Manager Salary Range \$90,000 - \$110,000

The Connecticut Health Insurance Exchange seeks a dynamic, collaborative, and innovative professional to help lead our outreach and engagement efforts among the states small business and producer communities

With the Exchange's goal of reducing the number of uninsured and underinsured in the state through facilitating the purchase of affordable, quality health insurance, robust programs targeting the states small business community, and the producers who currently serve them, will be required to address this unique segment of the market. This includes activities ranging from broad based marketing and advertising efforts, to local community events and individual business outreach.

The Business-to-Business Outreach Manager will be an integral part of the Exchange team, and work to fulfill the organizations responsibilities for and commitment to outreach and education about the Exchange and new insurance opportunities for all Connecticut residents.

Position Overview

- Reporting to the Director of Marketing and Communications, this individual will look to ensure that outreach and engagement activities focused on small businesses and producers are coordinated and aligned with the organizations overall marketing and operational plans, and drive towards established performance metrics related to engagement and enrollment.
- The position will develop a comprehensive direct outreach and engagement plan for the Exchange and will coordinate the execution of outreach efforts among both Exchange staff as well external partner organizations. These could include other state agencies, chambers of commerce, trade groups and other business associations and non-profit entities.
- The position will work closely with the Consumer Outreach and Engagement Manager in the development of the Exchange's Navigator program, an outreach program required under the Affordable Care Act. This includes defining the roles and responsibilities of Navigator entities and individuals, developing guidelines and standards for training and certification, identifying potential Navigator entities, and overseeing Navigator efforts in the marketplace which focus on engaging small businesses.
- This position will take an active role in establishing policies, procedures and guidelines for the Exchanges SHOP call center, a primary point of contact for business professionals. This includes, but is not limited to, the development of call handling procedures, script development, and performance monitoring.

- The position will supervise production of materials for outreach and education purposes, including written materials as well as online, social media, and audio/video aids.

Duties/Responsibilities

- Development of an outreach and education strategy to ensure that small businesses, key stakeholders, producers and trade/industry non-profit organizations are informed of and knowledgeable about the services provided by the Exchanges. The primary goal of these efforts will be to encourage enrollment in qualified health plans via the Exchange.
- Development of stakeholder partnerships to support education about the Exchange and tie those partnerships to a coordinated and comprehensive outreach strategy that actively encourages enrollment in plans through the Exchange.
- Work with other state agencies and divisions to build a cooperative and coordinated effort around public education and outreach.
- Work with Exchange contractors to develop and implement a successful Navigator program.

Preferred Qualifications

- Bachelor's degree in Marketing, Communications or related field. Master's degree strongly preferred.
- Minimum of 3-5 years of experience developing strategic outreach/education campaigns and/or communications programs
- Ability to establish and maintain effective working relationships with diverse groups of state, regional and local partners, stakeholders, leaders and change agents
- Knowledge and cultural understanding of Connecticut's diverse populations and communities
- Knowledge and understanding of customer service and customer relations work
- Must work well within a team and within a demanding, often-public environment
- Strong organizational and management skills and attention to detail; ability to manage complex projects and work on tight deadlines
- Credible presence and the ability to gain trust and confidence from the general public, administrative and legislative leadership, and members of the senior team

- Excellent judgment, the ability to communicate openly among colleagues at all levels, a “hands-on” approach, and the ability to think strategically
- Creativity and experience producing visually appealing, effective materials for print and online
- Excellent verbal and written communication skills; Excellent presentation skills must be comfortable and effective in making public presentations to a variety of audiences
- Demonstrated maturity, flexibility and capacity to navigate a complex structure and respond to shifting and fluid priorities
- Knowledge of principles and practices of health care and public health
- Knowledge of health care system and commitment to health care reform efforts
- Passion and enthusiasm for Connecticut’s Exchange development efforts

Please send resume and cover letter to: Bette.Jenak@ct.gov or fax to 860-418-6397

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