



## Marketing Sales Manager Job Posting Base Salary \$45,000 - \$50,000

### Summary/Overview:

The Sales Manager will act as the primary point of contact within a given channel to manage tasks, timelines, deliverables and reporting status/progress for sales, marketing, training and issues to all stakeholders to ensure continuous alignment with the company's overall sales and marketing objectives.

**Our Vision:** The AHCT supports health reform efforts at the state and national level that provide CT residents with better health, and an enhanced and more coordinated health care experience at a reasonable, predictable cost.

**Our Mission:** To increase the number of insured residents, improve health care quality, lower costs and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.

### Essential Duties and Responsibilities:

- Identify customer and channel needs and analyzes market opportunities.
- Perform sales forecasting for designated channel.
- Identify resources and skills necessary to support the channel strategy and achieve plan sales in the most productive manner.
- Develop a detailed enrollment plan for your assigned segment (small businesses, individual) of the Exchange marketplace. This includes:
  - o Producing enrollment targets by geography, week, producer channel and marketing/promotional tactics
  - o Ensuring enrollment goals align with available enrollment resources, and incentives and infrastructure are in place to execute the program in advance of open enrollment.
- Manage a diverse and dispersed producer focused enrollment programs, with a focus on daily/weekly lead and enrollment performance against pre-established goals.
- Acquire new customer opportunities from working with existing and targeted channel partners and customers.
- Work with the marketing department to develop leads in assigned territory, discover leads independently and follow-up appropriately.
- Participate in media opportunities as assigned.

- Work with the marketing department to understand plan updates/revisions as well as regulation updates/revisions and the impact upon the Exchange offerings and its customers.
- Generate customer-specific presentations, as appropriate for your assigned channel.
- Develop and manage relationships with partners and customers to cultivate additional business as well as ensure a high level of customer satisfaction.
- Perform forecasting and document activity information on a timely basis as partner and customer interactions occur
- Complete activity reporting to the Chief of Marketing on a timely basis
- Plan for effective development and implementation of longer term marketing projects.
- Lead and motivate others in a matrix environment
- Build and maintain solid business relationships
- Travel minimum of 50% within the state of CT

**Competencies:** to perform the job successfully, an individual should demonstrate the following competencies:

- Analytical - Synthesizes complex or diverse information; Collects and researches data.
- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully.
- Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality.
- Oral Communication - Listens and gets clarification; Responds well to questions.
- Written Communication - Writes clearly and informatively; edits work for spelling and grammar; Varies writing style to meet needs; Able to read and interpret written information.
- Teamwork - Balances team and individual responsibilities; Contributes to building a positive team spirit.
- Professionalism - Accepts responsibility for own actions; Follows through on commitments.
- Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality.
- Attendance/Punctuality - Is consistently at work and on time.
- Dependability - Follows instructions, responds to management direction; Commits to additional work hours when necessary to reach goals.
- Initiative - Takes independent actions and calculated risks; Asks for and offers help when needed.
- Strong ability to recommend and implement quick corrective action should goals not be met

**Qualifications:** the requirements listed below are representative of the knowledge, skill, and/or ability required.

- Licensed Life and Health Broker in the state of CT
- Bachelor's degree in Marketing, Business Operations or at least equivalent combination of education and experience, preferred
- 5 + year sales experience within a service industry, with a minimum of 3 years in Channel Programs and/or Channel Operations; Healthcare/Insurance sales preferred
- Ability to manage multiple projects in a fast paced / start-up environment

- Highly organized and detail oriented with strong project management skills with ability to track and follow up on actions
- Highly motivated, proactive and self-starter with the ability to focus in a world of changing priorities
- Strong communication skills, including writing, speaking and presenting
- Able to effectively prioritize and manage multiple tasks and deadlines
- Skills leading and motivating a sales focused organization, even when these individuals are not direct reports.
- Strong ability to build solid business relationships

*Access Health CT is an EEO and Affirmative Action Employer*

Please send your resume with a cover letter to: **HRinbox.CTHIX@ct.gov**