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| **JOB DESCRIPTION** | | | | | |
| **JOB TITLE** | VICE PRESIDENT - BUSINESS DEVELOPMENT | | | **pAYROLL JOB CODE** |  |
| **LOCATION** | AGENCY OFFICE | | | **credentials** | NONE REQUIRED |
| **Department** | SALES AND MARKETING | | | **REPORTS TO** | CEO |
| **fsla sTATUS** | EXEMPT | **STARTING PTO LEVEL** | 4 | **EMPLOYMENT CLASS** | FULL TIME |

**Summary**

The Vice President of Business Development:

1. Develops and executes the company’s sales and marketing plans in conjunction with the CEO and the company’s strategic plan.
2. Develops and maintains strategic relationships and partnerships with payors, health systems, and other key referral sources.
3. Provides dotted line support, guidance, and oversight to the company’s sales team, working in collaboration with the company’s business unit leaders.

**Essential Job Duties AND Responsibilities**

* In conjunction with the CEO and company’s strategic plan, develops and executes the company’s sales and marketing plans.
* Helps set sales strategies, fine tune lead generation tactics, and sales collateral materials.
* Develops new strategies to secure referral sources.
* Develops and maintains strategic business partnerships with hospital systems, managed care organizations, commercial insurance companies, and other third-party systems and payors and leads the negotiation of contracts (if necessary).
* Creates and monitors business development and metric tools.
* Works with Senior Leadership, front line management, and other partners to identify top referral sources and target new partnerships.
* Prepares/designs marketing materials for clients.
* Develops new referral sources by planning and organizing schedule to call on potential referral outlets and other sources of prospective clients.
* Collaborate with members of the Operations teams to ensure an excellent client experience across all client interactions from needs assessment through delivery and follow up.
* Develop creative outreach strategies to attract and retain clients.
* Enhances existing referral relationships by presenting current service offerings, developing new solutions, and communicating the agency’s capabilities and vision.
* Prepares and delivers sales presentations and tailors each presentation to the particular audience.
* Monitors competition by gathering current marketplace information on pricing, services, new entries to the market, pay rates, marketing techniques, etc.
* Recommends changes in services, pricing, and policy by evaluating results and competitive developments.
* Provide dotted line support, guidance, and oversight to the company’s sales team, working in collaboration with the company’s business unit leaders.
* Attracts, recruits, and develops the company’s sales staff.
* Provides sales and marketing training to sales staff on a regular basis.
* Keeps management informed by updating CRM systems, designing sales activity and results reports, such as daily call reports, weekly work plans, and monthly and annual territory analyses.
* Develops relevant resources for sales and business development.
* Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks and participating in professional societies.
* Forecasts sales activity for budgeting purposes.
* Develops “out of the box” sales strategies/models and evaluates their effectiveness.
* Meets company sales targets.
* Travels to defined geographies to sell agency’s services.
* Manages and directs the company’s centralized Admissions Department to ensure smooth onboarding of new clients, maximize admissions, and strive for an optimal payor mix.
* Follows company policy and adheres to state and federal regulations.

**PROFESSIONAL REQUIREMENTS**

* Maintains client confidentiality at all times.
* Has thorough understanding of state and federal regulations and programs impacting the agency.
* Represents the agency in a positive and professional manner.
* Actively participates in performance improvement and continuous quality improvement (CQI) activities.
* Complies with all agency policies regarding ethical business practices.
* Collaborates well with other agency staff.
* Follows company policy and regulatory requirements.
* Professionally dressed, appearance is neat and clean.
* Wears identification while on duty, uses time system correctly.
* Communicates the mission, ethics and goals of the agency.

**LANGUAGE SKILLS:**

* Able to communicate effectively in English, both verbally and in writing.
* Additional languages preferred.

**OTHER SKILLS and REQUIREMENTS:**

* Proven sales experience with track record of over-achieving quota.
* Demonstrated teamwork capabilities with the ability to relate well to staff and other professionals.
* Experience working office productivity software (Microsoft Office) and CRM systems.
* Familiarity with different sales techniques and pipeline management.
* Strong communication, negotiation, and interpersonal skills.
* Self-motivated and driven.
* BA/BS degree or equivalent.

**KEY COMPETENCIES**

**Action Oriented**: Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

**Customer Focus**: Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

**Compassion**: Genuinely cares about people; is concerned about their work and non-work problems; is available and ready to help; is sympathetic to the plight of others not as fortunate; demonstrates real empathy with the joys and pains of others.

**Drive for Results:** Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom-line oriented; steadfastly pushes self and others for results.

**Integrity and Trust**: Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn’t misrepresent him/herself for personal gain.

**Informing**: Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit and/or organization; provides individuals information so that they can make accurate decisions; is timely with information.

**Composure**: Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn’t show frustration when resisted or blocked; is a settling influence in a crisis.

**Interpersonal Savvy**: Relates well to all kinds of people – up, down and sideways, inside and outside the organization; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can defuse even high-tension situations comfortably.

**Negotiating**: Can negotiate skillfully in tough situations with both internal and external groups; can settle differences with minimum noise; can win concessions without damaging relationships; can be both direct and forceful as well as diplomatic; gains trust quickly of other parties to the negotiations; has a good sense of timing.

**Presentation Skills**: Is effective in a variety of formal presentations settings; one-on-one; small and large groups; with peers, direct reports, and bosses; is effective both inside and outside the organization, on both cool and hot and controversial topics;

**Intellectual Horsepower**: Is bright and intelligent; deals with concepts and complexity comfortably; described as intellectually sharp, capable, and agile.

**Planning:** Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.

**Creativity**: Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.

**Political Savvy**: Can maneuver through complex political situations effectively and quietly; is sensitive to how people and organizations function; anticipates where the land mines are and plans his/her approach accordingly; views corporate politics as a necessary part of organizational life and works to adjust to that reality; is a maze-bright person.

**Personal Learning**: Picks up on the need to change personal, interpersonal, and managerial behavior quickly; watches others for their reactions to his/her attempts to influence and perform, and adjusts; seeks feedback; is sensitive to changing personal demands and requirements and changes accordingly.

**PHYSICAL CAPABILITIES**

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| **Physical Requirements:** | Medium work **–** Exerting up to 50 lbs. of force occasionally or up to 20 lbs. of force frequently, or up to 10 lbs. of force constantly to move objects; including the human body. |
| **Visual Acuity:** | Arm's reach visual acuity **–** Worker is required to have visual acuity to perform activities such as operating machines (i.e. lathes, drill presses, power saws & mills) where the seeing job is at or within arm’s reach; performing mechanical or skilled trades tasks of a non-repetitive nature (i.e. ones by carpenters, technicians, service people, plumbers, painters, mechanics, etc.)  Close visual acuity **–** Worker is required to have close visual acuity to perform activities such as preparing & analyzing data & figures; transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts or operation of machines (including inspection); using measurement devices; or assembly or fabrication of parts at distances close to the eyes.  General observations visual acuity **–** Worker is required to have visual acuity to determine the accuracy, neatness & thoroughness of the work assigned (i.e., custodial, food services, general labor, etc.) or to make general observations of facilities or structures (i.e., security guard, inspection, etc.)  Motor vehicle visual acuity **–** Worker is required to have visual acuity to operate motor vehicles or heavy equipment. |
| **Physical Activities:** | Balancing **–** Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery or moving surfaces. This factor exceeds the amount & kind of balancing required for ordinary locomotion & maintenance of body equilibrium.  Feeling **–** Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.  Fingering **–** Picking, pinching, typing or otherwise working, primarily with fingers rather than with whole hand or arm as in handling.  Grasping **–** Applying pressure to an object with the fingers and palm.  Hearing **–** Perceiving the nature of sounds at normal speaking levels with/without correction, & having the ability to receive detailed information through oral communication, & making fine discriminations in sound.  Kneeling **–** Bending legs at knee to come to a rest on knee or knees.  Lifting **–** Raising or moving objects/patients from a lower to higher position or horizontally from position to-position. This factor is important if it occurs to a considerable degree & requires the substantial use of the upper extremities & back muscles.  Pulling **–** Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.  Pushing **–** Using upper extremities to press against something with steady force in order to thrust forward, downward or outward.  Reaching **–** Extending hands or arms in any direction.  Repetitive motions **–** Making substantial movements/motions of the wrists, hands, or fingers.  Standing **–** Remaining upright on the feet, particularly for sustained periods of time.  Stooping **–** Bending body downward & forward by bending spine at the waist. This factor is important if it occurs to a considerable degree and requires full use of the lower extremities & back muscles.  Talking **–** Expressing or exchanging ideas by means of the spoken word; those activities where detailed or important spoken instructions must be conveyed to other workers accurately, loudly, or quickly.  Walking **–** Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another. |
| **Physical Conditions:** | Exposed to Inside conditions **–** Subject to inside environmental conditions; protected from weather conditions, but not necessarily from indoor temperature changes.  Required to wear a respirator **–** Worker maybe required to wear a respirator.  Exposure to infectious disease **–** Subject to infectious diseases including blood & other potentially infectious body fluids & tissues.  Work around mental health patients – Worker maybe required to function around mental health patients.  Not exposed to adverse conditions **–** Worker is not substantially exposed to adverse environmental conditions (as in typical office or administrative work). |

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| **Acknowledgement** | | |
| I have read the above job description and fully understand the requirements set forth. I understand the agency reserves the right to revise and/or changes job duties, tasks, work hours/shifts, and work requirements at any time. I have noted below any job duties that I am not able to perform, with or without accommodation. I have also noted any accommodations that are required to enable me to perform these duties.  Comments:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| Employee Print Name: | Employee Signature: | Date: |
| Supervisor Print Name: | Supervisor Signature: | Date: |