



Job Description

Job Title: Director, Shop Operations and Sales
Reports: CEO
Department: Operations

FLSA Status: Exempt

Summary /Overview

The Director, Shop Operations and Sales will manage the planning, development and implementation of Access Health CT's SHOP (Small Business Health Options Program) re-launch and the improvement of operations and sales of the SHOP product at Access Health CT. Working in collaboration with AHCT Operations, Broker Relations, Marketing, and the SHOP call center vendor, bSwift, s/he will assess the viability of the current SHOP product, improve plan offerings, oversee SHOP operations/sales, and research innovative approaches to lowering cost and providing a better consumer product that will meet sales goals. This position will supervise the SHOP Manager (operations) and SHOP Sales Manager and will report to the CEO.

Essential Duties and Responsibilities

- Working with the SHOP team, improve the operational management of SHOP.
- Work closely with the SHOP call center vendor to improve the collaboration with AHCT and deliver changes to meet operational needs.
- Work with SHOP advisory groups to gather perspectives on needs of the consumer.
- Build strong relationships with SHOP insurance carriers through personal visits and proactive discussions regarding types of plan offerings needed.
- Use market and enrollment/sales data and strategic approaches to develop SHOP products that will differentiate it from other small group plans.
- Increase SHOP sales to meet annual and long-range strategic planning.
- Develop a marketing campaign and continued promotion of SHOP products in collaboration with the AHCT marketing department.
- Increase SHOP exposure through marketing, one-on-one relationships with brokers, speaking opportunities within the small business community and other means of providing information to the target consumers.
- Work collaboratively with the AHCT broker relations and individual sales function to coordinate approaches and reduce duplicative sales efforts.
- Provide regular reporting of SHOP metrics.
- Promote the possibility of a regional or other SHOP operation outside Connecticut by developing relationships with other State Based Marketplaces, considering innovative approaches, and developing shared opportunities that will provide revenue to AHCT or decrease the cost of operating the SHOP exchange.

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

- BS in Business or BS/BA in a related topic.
- 5 to 7 years of experience in a business setting.
- 5 years of experience working with insurance products, particularly small business sales.

- Considerable interpersonal skills
- Ability to think innovatively, develop and implement project plans.
- Ability to conduct research and present written reports, as required.
- Competent in Microsoft Office system and internet research.
- Excellent communication, interpersonal, negotiation and organizational skills

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