

Executive Director of Sales and Marketing

[Apply Now](#)

Company: Johns Hopkins Health Plans

Location: Hanover

Category: other-general

Job Summary

As the VP & COO, the Exec Dir Sales & Marketing leads the organization's marketing, communications, sales, and market development functions. The leader is responsible for sales and marketing functions, such as member recruitment, member retention marketing and outreach, brand awareness campaigns, advertising, sales, sales operations and broker channel management, internal communications, and member and provider communications for the health plan's four lines of business (Medicare Advantage, USFHP, Medicaid, and commercial insurance). The leader collaborates closely with the line of business executive teams as well as the Chief Marketing Officer at Johns Hopkins Health System. The incumbent partners closely with line of business executive leadership on market development functions that include sales and marketing research for expansion opportunities, assessing competitive threats, and developing market expansion strategies. The incumbent will oversee the development and execution of sales and marketing strategies for current lines of business as well as provide insight, research, and strategy for future health plan ventures. The leader is responsible for meeting and/or exceeding marketing and sales projections by increasing revenue generation and reducing cost; implementing an omni-channel member communication strategy; overseeing and presenting leadership with quantifiable campaign data evaluations; developing and managing all related budgets; developing and nurturing vendor relationships that will ensure JHHP meets its market growth objectives; and establishing and communicating current and long range department goals and objectives. The leader monitors results on a monthly basis and adjusts plans and

performance expectations to achieve targeted results. The leader will ensure all critical service metrics and operational results are achieved. The incumbent will serve as a member on the JHHP executive team and participate in senior leadership efforts. The leader serves as the principal liaison to the JHHS Marketing and Communications teams and collaborates on enterprise-wide initiatives.

In addition, the Leader is responsible for exploring business/government initiatives and relationship management with key regional stakeholders and partners (e.g., advertising agencies, brokers), assessing and recommending opportunities, determining capacity for integration, collaborating on financial performance models, developing tactical strategies for execution, negotiating sales and marketing contracts, and providing oversight of implementation.

Qualifications

BS/BA Required in marketing, business administration or a related field. Post graduate degree strongly preferred.

10+ years of progressively responsible related experience.

5-7 years of management experience with significant business impact.

Extensive knowledge of and experience in marketing, sales, market expansion and health plan operations required.

[Apply Now](#)

Cross References and Citations:

- 1. Executive Director of Sales and Marketing [Beauticianjobs](#) [Jobs Hanover](#) [Beauticianjobs](#)**
- 2. Executive Director of Sales and Marketing [Logisticsjobs](#) [Jobs Hanover](#) [Logisticsjobs](#)**
- 3. Executive Director of Sales and Marketing [Thecareerjobs](#) [Jobs Hanover](#) [Thecareerjobs](#)**
- 4. Executive Director of Sales and Marketing [Hondurasjobs](#) [Jobs Hanover](#)**

Hondurasjobs ↗

5. Executive Director of Sales and Marketing Nairobijobs Jobs Hanover Nairobijobs ↗

6. Executive Director of Sales and Marketing UsajobscentralJobs Hanover

Usajobscentral ↗

7. Executive Director of Sales and Marketing Trendzfurnitures Jobs Hanover

Trendzfurnitures ↗

8. Executive Director of Sales and Marketing Studyjobs Jobs Hanover Studyjobs ↗

9. Executive Director of Sales and Marketing Referralrecruits Jobs Hanover

Referralrecruits ↗

10. Executive Director of Sales and Marketing Researchjobs Jobs Hanover Researchjobs

11. Executive Director of Sales and Marketing Jakartajobs Jobs Hanover Jakartajobs ↗

12. Executive Director of Sales and Marketing Dentistjobs Jobs Hanover Dentistjobs ↗

13. Executive Director of Sales and Marketing Searchcanadajobs Jobs Hanover

Searchcanadajobs ↗

14. Executive Director of Sales and Marketing Chicagojobsearch Jobs Hanover

Chicagojobsearch ↗

15. Executive Director of Sales and Marketing ManchesterjobsearchJobs Hanover

Manchesterjobsearch ↗

16. Executive Director of Sales and Marketing ThehiredjobsJobs Hanover Thehiredjobs ↗

17. Executive Director of Sales and Marketing TheflexiblejobsJobs Hanover

Theflexiblejobs ↗

18. Executive Director of Sales and Marketing SearchaustralianjobsJobs Hanover

Searchaustralianjobs ↗

19. Executive director of sales and marketing Jobs Hanover ↗

20. AMP Version of Executive director of sales and marketing ↗

21. Executive director of sales and marketing Hanover Jobs ↗

22. Executive director of sales and marketing JobsHanover ↗

23. Executive director of sales and marketing Job Search ↗

24. Executive director of sales and marketing Search ↗

25. Executive director of sales and marketing Find Jobs ↗

