



## **Job Description for: Director of Member Development**

Covers our Southeast Region

(Kentucky, Tennessee, Georgia, Florida, North Carolina, South Carolina – subject to change).

**Reports to:** Vice President of Member Development

### **Member Development Summary**

The Member Development Team is responsible for developing, serving, and growing professional relationships with existing HPS Members as well as marketing the value of HPS services to prospective Members. This is accomplished through ongoing relationships and conversation with decision-makers who have a vested interest in the bottom line health of their organization. The Member Development Team creates awareness and presents the value of both the HPS contracts, equipment dealerships and value-added services.

### **Responsibilities**

- Assist the VP of Member Development in all phases of HPS Member development activities.
- Responsible for hiring, training, and supervising HPS Region Managers.
- Perform relevant analysis with Region Manager of regional territory, competition, prospects, and Members.
- By class of trade understand the value of the HPS program and services offered to our Membership. Bring forth to the management team ideas that align with the market trends to increase the value of the HPS Membership in order for the service to remain relevant.
- Maintain vendor relationships in territory to create partnerships and long term success. With strategic partners, maintain a routine method of communication no less than bi-monthly.
- Consult with VP of Member Development on problems encountered by Members/participants with current HPS offerings.
- Improve communication between HPS Member/participants and HPS staff.
- By territory, understand the association and conference relationships viable for HPS.

### **Specific Job Duties**

- Assist the development of policies, procedures, programs and the efficient operation of Member development.
- Schedule on a routine basis joint-travel with Region Managers for training purposes.
- Host conference calls with Region Managers to maintain focus and goal setting.
- Monitor all Region Manger activities including scheduling, database management (call reporting and prospecting pipeline) and expense reports.
- Assist Region Mangers with territory development and increasing Member participation.
- Determine time allocation for each Region Manager to allocate to territory service and prospecting new Members in order to achieve the annual growth and net Membership goals.
- Make personal contact with Member/participant organizations as assigned to discuss the entire HPS portfolio of services including current contracts, furniture, finishes and equipment program, and interior design services.
- Present the HPS group purchasing program to prospective Members/participants and identify areas of immediate cost containment.
- Meet with vendor partners on a routine basis for develop interdependent relationships.
- Attend association meeting to further the industry knowledge of the HPS Membership.

### **Authority**

- Determine the annual dues for Members/participants.
- Determine if an interested facility is eligible for HPS Membership.
- Determine methods to best service the HPS Membership facilities.

- Review prospective Member evaluations to determine if the HPS Membership is a viable option of cost savings for the facility.
- Provide the HPS Members/participants with their savings analysis.

### **Qualifications**

- Experience – At least five years experience in healthcare and public service/marketing, knowledge of purchasing and/or purchasing functions of various levels in health care, service organizations, and governmental entities.
- Education/Skills – A minimum of a bachelor's degree in marketing or related business studies from an accredited college or university. Computer experience and willingness to learn new computer programs.
- Personal Attributes – Outstanding leadership; takes initiative; self starter; ability to work without supervision; is outgoing and can relate with a variety of publics; able to plan facilitate daily schedule; willing to travel and develop new territories; excellent communication skills with an understanding of marketing concepts; ability to set high standards for self and others; ability to supervise others.