



**POSITION:** Market Manager

**DEPARTMENT:** Sales

**LOCATION:** Marion, Polk, Washington, Multnomah, Clackamas and Yamhill Counties

**JOB CLASSIFICATION:** Salary / Exempt

**Position Summary:**

The Market Manager position requires a passion for selling, coaching and developing sales agents; identifying, developing, and maintaining strategic alliance relationships; and building a positive culture while meeting or exceeding sales goals. The Market Manager will also be responsible for community outreach, member retention, and agent recruitment goals. Must be well organized, be able to work independently and manage multiple competing priorities. Must remain flexible and proactive and be resourceful and efficient. This position requires a high level of professionalism.

**Reporting Accountability:** Reports to the Sales Director

**Primary Role and Responsibilities:**

- Be knowledgeable about ATRIO products and competitor products
- Identify prospective customers, manage lead generation, and lead conversion
- Recruit, mentor, lead, train, and motivate appointed agents to exceed both sales objectives and member expectations for ATRIO MA enrollments
- Assist with the identifying and developing key strategic alliance partner relationships in the local market
- Schedule, assist with and/or conduct strategic alliance partner meetings, sales and education presentations/kiosks and member/community events
- Identify and develop relationships with area businesses and organizations to foster a mutually beneficial referral network
- Work with leadership to develop product sales strategies, report trends and factors to grow market share and increase member retention
- Identify viable local sponsorships and recommend participation with targeted community organizations and events that build brand awareness, community goodwill and provide a measurable return on investment
- Assist and support with local provider relations and network development as directed
- Maintain an expert working knowledge of the local competitive environment and perform all responsibilities in accordance with ATRIO company policies and in compliance with CMS/state regulatory guidance
- Travel within the ATRIO designated territory

- Other duties as assigned

**Professional Competencies:**

- Excellent management, mentoring, written and verbal communication skills
- Attention to detail and strong organizational skills
- Ability to work effectively on an independent and self-directed basis
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels within and outside of ATRIO Health Plans
- Ability to establish and maintain trust and credibility at all levels and to build strong relationships

**Requirements:**

- 2-4 years of sales experience, preferably in Medicare insurance industry
- Live in designated territory
- High school diploma or equivalency - Preferred-advanced degree in sales, marketing, business, or related field
- Preferably- 5+ years' experience within a health insurance carrier, managed care organization, third party administrator or related industry is preferred
- Results-oriented with strong analytical skills
- Strong verbal and written communication skills
- Proficient PC skills in MS Office and appropriate ATRIO system applications

**Required Licensing, Certification and On-going Training:**

- Current state Health Insurance License
- 24 Bi-annual CEs (3 from law, 3 from ethics) to maintain insurance license
- Understanding of the Medicare Communication and Marketing Guidelines (MCMG)
- All mandatory ATRIO staff training