

Job Description

Job Title: Manager, Business Development and Communications

Reports to: Executive VP and Senior Partner

Statement of Purpose:

Oversees and manages the Business Development and Communications functions for GHSN ensuring a consistent, organized and proactive effort is undertaken on a regular basis to improve services provided by GHSN, to communicate these services, and to maintain and maximize the engagement of GHSN audiences and team members.

Major Tasks, Duties & Responsibilities:

Understands the GHSN mission, cultural characteristics and standards of service. Incorporates these into the manner in which work is undertaken, and the manner in which the organization is represented.

Develops and maintains a detailed annual Marketing Plan; provides regular reports on accomplishment of milestones and objectives

Establishes and maintains organization-wide standards and guidelines for communication of news, proposals, reports and other documents as well as verbal and electronic communication that reflects the culture and “energy” of the organization. This applies to operational and project communications.

Establishes and maintains a means for logging and monitoring the submission and status of proposals and business development activities.

Bi-annually, reviews, updates, organizes and communicates changes in GHSN Marketing Materials, Collateral, Proposal Templates, Report Templates, Website and other appropriate items.

Becomes familiar with and tracks potential sources of project information, RFPs, funding opportunities and other organizations which allow GHSN to be proactive and early in its identification of project cycles and application opportunities. These include but are not limited to Multi-lateral development banks and grant funding organizations.

Identifies and recommends to GHSN possible partners, potential participation in Trade shows and other events which may help promote GHSN services.

Participates in and collaborates with other team members in the development and roll out of GHSN services and products, such as training programs and educational seminars.

Supports GHSN’s relationships with other organizations which may serve as potential project referral sources.

Prepares weekly updates on Business Development activities and monthly reports. Provides Annual Summary of Business Development activities.

Develops and implements a GHSN communications plan conducive to regular communication with internal team members and external audiences, including but not limited to, newsletters, blogs, Linked in, Facebook, and other means as appropriate.

Ensures timely and accurate maintenance of Constant Contact.

Ensures appropriate organization of all Business Development and Communications Documents.

Ensures appropriate dissemination of information to appropriate audiences and guides GHSN team members in deeming confidentiality of information as needed.

Communicates appropriately and effectively with clients, team members, contractors and suppliers.

Ensures deadlines are met in a timely manner.

Oversees and maintains current databases of information as assigned.

Contributes to the overall success of GHSN by providing excellent service and customer relations and promoting unity of purpose.

Maximizes operating and financial performance through effective expense management and enhanced productivity.

Maintains a working knowledge of applicable National, State and local laws and regulations, GHSN mission, cultural characteristics and standards of service, as well as GHSN policies and procedures in order to ensure adherence in a manner that reflects honest, ethical and professional behavior.

Represents GHSN in a manner consistent with GHSN's mission, cultural characteristics and standards of service.

Other duties as assigned/requested.

Skills, Abilities and Educational Qualifications:

Must possess a thorough understanding of GHSN mission, values, philosophy of service and service standards.

- Bachelor's degree in Business Administration, Marketing, Communications or related field.
- 3 – 5 years of experience in a related field.
- Must be proficient in Word, Excel, Powerpoint and Constant Contact.
- Must possess excellent communication and organizational skills and attention to detail.
- Must be culturally sensitive and appropriate.
- Must possess a personal presence that is characterized by a sense of honesty, integrity and caring with the ability to promote the philosophy of service, mission and values of GHSN.
- Must be flexible and able to multi-task.

Physical and Mental Working Conditions:

Incumbent will frequently function within tight deadlines that may require flexibility in scheduling of hours, especially given international time zones. Up to 25% of time may require travel.

These essential functions identify the major requirements of the job. They are not an exhaustive list of all job requirements. An employee may be called upon to perform physical actions not specifically identified in this job description.

Our Mission Statement

Global Health Services Network recognizes that every healthcare organization is unique. Building on the foundation of personal, trusting relationships, and both administrative and clinical networks, GHSN assists hospitals and health systems worldwide to:

- Provide the highest possible quality care to patients and their families in a compassionate and dignified manner;
- Excel in customer service and patient care;
- Meet and exceed performance targets, including financial goals;
- Attract and retain the most qualified and service oriented staff;
- Explore and undertake innovative methods and processes to improve the life status of their communities.

GHSN defines the customer of healthcare organizations as the patient, families, staff and community, and places a high emphasis on customer service, quality of care and efficiency.

Our Cultural Characteristics

Our organization is driven by the following characteristics which form the foundation for the work we do, and how we do it.

- Integrity
- Excellence
- Innovation
- Cultural Sensitivity
- Respect
- Customer-Centricity
- Service
- Relationship Oriented