



BROKER RELATIONSHIP MANAGER

POSITION SUMMARY:

The Broker Relationship Manager is responsible for attaining the MEWA (Multiple Employer Welfare Arrangement) sales and marketing objectives on an individual basis, as well as assisting the MEWA sales team in meeting the departmental goals.

As a Broker Relationship Manager, you will call regularly on employer groups and insurance brokers as well as support the promotional effort behind the MEWA products. You will collaborate on ideas with the CMR sales team and deliver comprehensive sales presentations that provide detailed information to potential clients and insurance brokers. You will support these presentations with appropriate informational materials and giveaways. You will maintain a current and advanced level of knowledge on the MEWA program and its competitors to act as a reliable source of information to the employer groups and their employees.

In conjunction with the Assistant Vice President of Sales and Business Development, you will establish specific objectives and plans that will provide adequate sales coverage to employer groups and insurance brokers as necessary to achieve MEWA sales goals. You will review and analyze sales and call results, and revise or modify these objectives and plans accordingly. You will continually prospect for new clients and evaluate and accommodate the needs of existing clients. You will communicate opportunities, competitive activity, and meeting events to the Assistant Vice President and MEWA sales team as appropriate.

The position also requires original, independent and critical thinking to develop new or improved products, processes, and ideas in undeveloped areas in the marketplace. The Broker Relationship Manager must be able to demonstrate strong presentation and communication skills, excellent customer service skills, and must be able to consistently develop new business.

KEY RESPONSIBILITIES:

- Target and prospect new clients.
- Market and sell all the MEWA products according to the business plan.
- Develop an individual business plan to increase sales by outlining tactics, activities and resources.
- Meet specific sales goals set by the Assistant Vice President.
- Demonstrate thorough knowledge of MEWA products, competitor products and product objectives
- Maintain ongoing relationships with employers, insurance brokers, and plan sponsors to create and coordinate strategies for marketing the MEWA Plan.
- Design and deliver informative sales presentations to employer groups and brokers.
- Actively seek and maintain a close working relationship with key large client contacts.
- Investigate and identify ways to improve current sales, benefits and enrollment processes.
- Work collectively with MEWA sales team to positively impact sales.
- Maintain excellent customer service relationships with MEWA staff, insurance brokers, existing and potential clients, and external vendors.
- Provide weekly updates of all activities for the Assistant Vice President.



- Function as a 'clearing house' for client's paperwork, ensuring accuracy and completion.
- Process paperwork with appropriate internal departments and outside vendors when necessary.
- Create and maintain current correspondence to help market the plan (e.g. Flyers, brochures, newsletters, and letters).
- Generate specific rate quotes for prospective clients
- Contribute to various projects, as needed.
- Other duties as assigned

COMPETENCIES:

- Communication - Interacts effectively with all departments within the organization; excellent oral and written communication skills, able to communicate concisely over the telephone and deal with difficult situations
- Collaboration - Able to work independently as well as with a group and uses good judgment to determine which situations require team input
- Relationship Building – Able to build rapport with diverse clientele, relates well with others, creates and maintains trust and dependability
- Decision Making – Makes solid business decisions based on analysis, experience and judgment
- Detail-oriented – Meets commitments and follows up on open items. Is organized and reviews documents and communications for accuracy. Communicates openly and completely to ensure that all concerned parties have the relevant information
- Self-motivated – Able to work with little or no direction. Takes initiative and determines necessary steps. Offers suggestions and shares new ideas
- Multi task oriented – Able to handle multiple priorities simultaneously, able to prioritize tasks and work independently while adhering to timelines and deliverables
- Team Player- Able to solicit cooperation from all departments within the organization, encourages new ideas, responds favorable to team environment. Viewed as direct and truthful, builds trust and effective relationships
- Management of Resources – Well organized and uses time wisely; uses resources efficiently and eliminates unnecessary or redundant functions

POSITION REQUIREMENTS

EDUCATION: Bachelor's Degree preferred;

LICENSE: NJ Health Producer License required (will provide training for License)

EXPERIENCE: Minimum 2 years prior experience with group health insurance

OTHER: Must have transportation to visit client sites, Must be available for occasional evening appointments, Must be able to travel locally as needed; Required knowledge of the following software applications: Windows, Microsoft Outlook, Microsoft Excel, Microsoft Word, and Microsoft PowerPoint