



## **PMS Business Development Specialist**

**Reports to: Professional Medical Solutions Director**

**Direct Reports: None**

**FLSA: Salary, Exempt**

**General Summary:** The PMS Business Development Specialist is a marketing strategy and sales position. They are responsible for the overall management of strategic growth and promotion of Medical Equation Professional Medical Solutions department services. The department almost exclusively serves law firms. Competitive salary, commensurate with experience. Opportunities for professional growth and career advancement.

### **Essential Functions**

- Excavate data and produce sales analytics to guide marketing and sales tactics
- Identify strategies and establish procedures for marketing bill review and medical review products to new and existing clients
- Establish an online footprint to assist new clients
- Interact with new and existing customers to discover how PMS services can meet their needs
- Maintain customer records, using automated systems
- Answer customers' questions about services, prices and availability
- Execute timely preparation of all expense reports, call reports and assigned projects
- Keep management and appropriate department team members informed of relevant activity
- Maintain professionalism and adhere to all Medical Equation policies
- Collaborate with marketing communications specialist for creation of brand consistent collateral marketing material, website development and social media program development
- Additional duties, responsibilities and projects as assigned

### **Competencies**

- Customer Service - Commitment to delivering high quality service by adjusting priorities, anticipating next steps, meeting client needs, and continuously striving to ensure their satisfaction.
- Communication - Actively listens and provides regular, consistent, and meaningful information and expresses the message effectively by organizing and delivering information appropriately.
- Detail-Oriented - Achieves thoroughness and accuracy when accomplishing a task through concern for all the areas involved with the ability to verify the correctness or error in each individual part of procedure.
- Time Management - Manages time by prioritizing and organizing workload to achieve maximum productivity and adjusting as situations change.
- Problem-Solving - Resolves problems by identifying the information needed, considering multiple sides of the issue, and creating a logical approach for an appropriate solution.
- Critical Thinking - Uses logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.
- Organization - Determines priorities, schedules activities allocating and using resources effectively and efficiently.
- Teamwork - Promotes and facilitates cooperation and commitment within a team and across teams to achieve goals and deliverables.
- Positive Attitude - Has a willingness to learn with a "can-do" mindset.
- Discretion - Able to be discreet; maintain the security of customer and company information.

## Required Experience

- Knowledge of business development, advertising and sales promotion techniques
- Strong interpersonal and communication (verbal and written) skills
- Proficient in Microsoft Suite and QuickBooks
- 3-5 years of proven corporate success in business development and marketing
- Experience in sales analytics

## Education

- Bachelor's degree in marketing, business or related field

## Preferred Experience

- Prior experience working in or with law firms
- Ability to work collaboratively in a fast-paced team environment.
- Social media advertising
- Problem-solving skills and a proactive approach to client satisfaction

## Work Environment

This job operates in a professional environment. You must be able to demonstrate an ability to work collaboratively in a fast-paced team environment. The role routinely uses standard office equipment such as computers, phones and photocopiers.

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand, walk, use hands to finger, handle or feel, and reach with hands and arms. The position requires the ability to occasionally lift office products and supplies, up to ten (10) pounds.

## Travel

Travel may be required for this role up to 40-50%.

## Equal Opportunity

Medical Equation is an equal opportunity employer that is committed to inclusion and diversity. We take affirmative action to ensure equal opportunity for all applicants and employees without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or other legally protected characteristics.

## Disclaimer

This job description does not necessarily include every responsibility, requirement, skill, or working condition associated with this role. This description is intended to reflect the role currently and management will revise the role, as needed, and may require that different tasks be performed, in order to meet the needs of the business.

## Interested candidates may contact

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