



## Senior Manager, Sponsor Success, Health Evolution

Location Flexible – Hiring Immediately

### About Health Evolution

Health Evolution brings together a passionate community of chief executives, presidents, founders, board chairs, policymakers and other top industry leaders. We engage our community by convening in-person gatherings, publishing insights and analyzing information that helps industry leaders accelerate progress, develop opportunities and shape new strategies. We support executives seeking to create a high quality and efficient healthcare system based on prevention, affordability, access, equity and outcomes for people and their communities.

How do we do this? Health Evolution currently has three lines of business that support our community of health care CEO's.

**The Health Evolution Forum** – The Forum is a peer-to-peer collaboration among leaders across health care sectors focused on driving near-term impact. The Forum currently consists of three Roundtables of 50-100 Fellows supported by 3-5 Work Groups. The three current Roundtables include the following:

- Roundtable on Community Health and Advancing Health Equity
- Roundtable on New Models of Care Delivery
- Roundtable on Next Generation IT in Health Care

**The Health Evolution Summit** – Health Evolution Summit is an invitation-only gathering that engages leaders committed to the transformation of health care. CEOs from health system, health plan, and life science organizations, as well as select policymakers, convene in an intimate environment to candidly debate ideas, build relationships and inspire creative solutions essential to the industry's future.

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**Health Evolution Confab** – The Confab is an intimate community of leaders committed to driving change by elevating dynamic, diverse voices leading health care. The Confab community of both women and men has honest conversations on the toughest leadership challenges and unpacks major societal issues impacting our industry. Similar to our in-person gatherings, the Confab agenda is designed to invigorate our thinking and create relationships to fuel corporate performance and impact.

## About the Role

Reporting to the Director Strategic Partnerships & Systems, the Senior Manager Sponsor Success is an integral member of the Strategic Partnerships team who is responsible for cultivating and managing on-going relationships with leading companies across all health care industry sectors: technology, service providers, funds/financial institutions, payers, providers, life sciences and innovators. Working with senior leadership and high-profile stakeholders, the Senior Manager Sponsor Success role is an exciting mix of strategic partnership development and tactical program implementation.

## Key Performance Indicators

- Client Satisfaction levels for all Insight Sponsors (including Insider, Industry Solutions, Executive Briefings and Innovation Lab)
- Program Renewal Rates
- Identify and Track Opportunities for Upsell, Based on Client Needs
- Continually Refines Processes to Better Serve Client Needs
- Manages Clear Communication Pathways to Prevent Friction Around Sponsor Delivery Internally and Externally

## Primary Job Functions

### Sponsor Project Management

- Manage the day-to-day progress of all sponsorships, including communications, proposals, problem-solving, project design and implementation for the following sponsor groups:
  - Insights (including Insider, Industry Solutions, Executive Briefings and Innovation Lab)
- Track milestones and objectives of each sponsor and manage relationship so that Health Evolution can create the desired value for the sponsor
- Utilize Salesforce to track progress of completing all tasks associated with creating success for each sponsor via dashboards
- Report regularly to the Director Strategic Partnerships & Systems and leadership team (as needed) on progress of sponsor management

### Sponsor Communications

- Write, edit and manage communication templates
- Manage all communications related to sponsorship deadlines and deliverables
- Act as the primary liaison with sponsors between Health Evolution's internal team and event contractors to keep team members informed of progress so that all functions are appropriately coordinated
- Use discovery to information current sponsors about potential new sponsorship opportunities and notify Business Development for potential up-sell of information products

### **Sponsor Relationship Management (Events & Information Products)**

- Provide regular interface with sponsors to deliver flawless sponsor experiences and obtaining the highest level of sponsor satisfaction
- Develop an understanding of the strategic intent of each sponsor and plans to maximize effectiveness of the sponsorship relationship for both Health Evolution and the sponsor
- Identify existing sponsorships for opportunities to up-sell sponsors across different products and events
- Liaise with other departments to maximize cross-selling opportunity and share new ideas
- Review campaign reporting with the goal of providing sponsors data-driven insights and recommendations for upsell and/or renewals based on campaign outcomes
- Monitor and track sponsor feedback to identify potential issues and elevate/preemptively create solutions to avoid negative sponsorship experience

### **Business Development Functions**

- Assist with creating, sending and managing sponsorship contract process
- Work with Accounting to ensure the invoice process is executed and paid in a timely manner, as needed
- Assist with managing and tracking sponsorship renewals and First Right of Refusal process
- Assist with maintaining organization of business development and sponsor related materials and information
- Assist with maintaining client database in Salesforce including sponsor contacts

### **Business Development Strategy & Communication**

In collaboration with Strategic Partnership Team:

- Research and identify new sponsor prospects
- Identify renewing sponsors, those at risk and those with the potential to grow
- Assist in the structure, benefits and pricing for new sponsorship opportunities
- Review current sponsorship opportunities and adjust benefits and pricing, as needed, from year to year
- Identify processes to ensure seamless outreach to potential sponsors and current sponsors, informing them of all available sponsorship opportunities across all Health Evolution events and products
- Provide feedback and insights on sponsorship description marketing materials and other communication templates
- Assist in creation of yearly sponsor satisfaction survey as it relates to business development and sponsor management

## What You Will Need to Be Successful

- A Bachelor's degree in digital communications/marketing-related field, or equivalent work experience/degree
- 4+ years of integrated media, marketing, and sponsor engagement/reporting
- 2+ years of project management experience
- Demonstrated success in creating and executing on sponsorship engagement strategies
- Strong experience with Salesforce and reporting, Microsoft Office and PC/Windows OS
- Comfort with analytics tools, such as email engagement, Google Analytics, etc.
- Fluency with virtual event platforms, such as GoToWebinar, Julia, etc.
- Fluency with virtual meeting platforms, such as Zoom, Microsoft Teams, etc.
- Experience in health care industry not required
- Ability to travel up to 20% for annual on-site events (as needed)

## Interpersonal Skills & Attributes

- Skilled in relationship building, communications (verbal/written), follow-up and follow-through
- An assertive, self-confident personality with the ability to maintain and grow strategic relationships
- Ability to effectively work remotely with limited oversight but also collaboratively as a team player to achieve overall department goals and objectives
- Excellent organizational skills and ability to manage multiple projects with varied deadlines
- Adaptable and self-motivated in learning new software and processes to improve sponsor management/reporting functions

## Benefits Overview

- Our talent anywhere philosophy allows employees the flexibility to work virtually on an as needed or permanent basis
- Competitive salary plus incentives
- Competitive, comprehensive health care coverage
- Generous paid time off, including time off to volunteer
- 401K

## Applying

Interested candidates should send cover letter, resume and salary requirements to [team@healthrevolution.com](mailto:team@healthrevolution.com).