



BUSINESS DEVELOPMENT & MARKETING DIRECTOR

Discern Health is a rapidly growing Baltimore-based healthcare consulting firm providing strategic direction and solutions to government and nonprofit agencies, health insurers, and life sciences companies. Our focus on value-based care aims to increase the quality and performance of the U.S. healthcare system. Many of Discern's projects focus on the best ways to measure healthcare quality and how to incentivize doctors and hospital to improve results.

The Business Development & Marketing Director is a new position with significant leadership potential. Their primary roles will be to build Discern's marketing program and work with Discern's senior staff to generate and convert business development opportunities.

Reporting to the VP of Operations and working across the organization the specific areas of responsibility will include:

Business Development:

- Conducting market research to identify business development opportunities and strategy
- Generating business development leads through:
 - Outreach to potential new clients
 - Referrals from existing clients
 - Professional networking
 - Inquiries received by Discern
 - Advertising/General Marketing
 - Monitoring for relevant RFPs
- Working with senior staff to translate leads into project proposals
- Coordinating with staff and clients to convert proposals into signed scopes of work

Marketing:

- Developing an overall marketing strategy and communications plan
- Developing materials and processes that support the plan by describing Discern Health's general capabilities and qualifications, as well as service offerings for specific client categories
 - The materials will include: web site, e-newsletters and other online content, social media postings, capabilities statements, slide decks, example work products, case studies and leave behind materials
- Developing and managing marketing budgets and tracking outcomes

- Implementing communications tactics to enhance Discern's reputation as a thought leader and reliable partner

Required Qualifications:

- Creativity and energy to build a marketing program
 - Bachelor's degree in Marketing, Business Administration or other equivalent field **and** 5 years of business development/marketing experience **OR**
 - A master's degree in marketing and 4 years of experience in business development/marketing
 - Effective communicator (written/verbal) with ability to interact with all levels of individuals, both inside and outside the organization
 - Ability to communicate information, whether technical or non-technical, to staff members and customers in a clear and concise manner
 - Self-motivated and self-driven to take ownership of business development/marketing plans and goals
 - Team player with positive and collaborative attitude
 - Able to meet deadlines and thrive in a fast-paced work environment
 - Proficiency in Microsoft Office programs (Word, Excel, PowerPoint)
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- **Preferred:** Health care subject matter knowledge or experience
 - **Preferred:** Experience in a consulting or professional services environment

Travel Expectations:

Discern operates out of offices in Baltimore and Washington DC. Same day travel between the offices and within the DC-Philadelphia corridor may take place regularly with occasional travel to national conferences and/or potential client sites.

Please visit our [Careers Page](#) to learn more about Discern and how to apply