



## CHIP Area Developer Position Description

**Directly Responsible to:** Executive Director, Live Healthy Appalachia

**Secondary Supervisor:** Board Chair and Founder, Live Healthy Appalachia

**General Job Description:** The CHIP Area Developer will successfully recruit employers to implement the Complete Health Improvement Program, using the strategy outlined in the attached ***Business Model for Customer Acquisition***. This person will also provide support to those entities to ensure successful implementation of ongoing CHIP programs.

### **Duties and Responsibilities (including but not limited to):**

#### Sales & Marketing (Approximately 65% of time)

- Develop dynamic sales presentations for key leadership communicating the value and benefits of CHIP
- Secure commitments for pilot CHIP programs
- Recruit CHIP facilitators and market certification training workshops; provide mentoring and coaching to certified facilitators to assure quality program delivery.
- Work with LHA and LMI staff to understand and implement relevant processes, marketing tools and new product developments.

#### Research & Development (Approximately 20% of time)

- Develop prospects in existing LHA contracted states and other regions where opportunities are present.
- Research and create list of large employers ranging from 500-10,000 employees including but not limited to corporations, school districts, hospitals, wellness vendors, and insurance health advocates.
- Identify key leadership and decision makers within prospective organizations.

#### Communications (Approximately 15% of time)

- Create and refine marketing materials including but not limited to flyers, brochures, emails, and newsletters that support sales presentations and pitches.
- Review program evaluation and solicit feedback to enhance program delivery and facilitator development.
- Schedule conference calls with other CHIP Area Developers to ensure best practices and outcomes.
- Foster and maintain relationships with existing CHIP partners
- Communicate and work closely with the LHA CHIP Area Developer associate coordinator

**Required Qualifications:** To effectively meet the goals of the position, the CHIP Area Developer must be passionate about improving people's lives through the introduction of lifestyle intervention. The position requires a high achiever with strong sales and marketing experience. Other required qualifications include a Bachelor's degree or higher education in communication, business, marketing or related degree/commeasurable experience; strong relationship building skills; competence in Microsoft Word programs, specifically PowerPoint.

**Preferred Qualifications:** Clear and effective communication skills, both written and verbal; ability to coordinate multiple programs simultaneously; ability to facilitate trainings; familiarity with the CHIP program. In addition, at least 5 years of previous sales and marketing experience is preferred.

**Employment status and Compensation:** In the 1<sup>st</sup> year the Area Developer will be a 1099 contracted employee. Compensation will consist of a base salary plus commission. Base salary will be \$35,000 to \$40,000, depending on previous sales and marketing experience.

**Application:** Email your resume and cover letter to Mollie Fitzgerald at [mollie@livehealthyappalachia.org](mailto:mollie@livehealthyappalachia.org)



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