

Opening Available At:	Excellus Blue Cross and Blue Shield of the Rochester Area
Location:	Rochester
Position Title:	Product Manager I/II
Number of Positions	1 Grade: 206/207
Department:	Marketing
Apply online at:	www.excellusbcbs.com

Summary

Accountable for complete and comprehensive product management to include research, analysis, strategic development of new and existing health care products and idea generation for future business development. Accountable for strategies which support and promote profitable market share, throughout the product life cycle. Responsible for the creation of comprehensive and cohesive product strategies, including pricing, promotion and distribution for all segments and regions.

Essential Responsibilities/Accountabilities

- Is generally responsible for developing and enhancing the company's Medicare health care products to ensure our product lines remain competitive, profitable and responsive to community needs.
- Reporting to the Director, Medicare Product Development will be responsible for the strategic development of and modifications to specific health care products. Overall accountability for the successful development and implementation of new products. Responsible for determining necessity and viability of potential new product(s) and business developments/initiatives.
- Develop cohesive and complete product strategies, which incorporate regional and segment needs.
- Accountable for successful development, rollout and monitoring of new products and/or product changes.
- Responsible for strategic assessment of all aspects of the product including:
 - Profitability
 - Market potential
 - Proactive evaluation of market and competitive environment
 - Identification of product opportunity by market segment and region
 - Monitoring internal management reports, i.e. profit/loss financial statements, membership gain/loss, market potential, enrollment demographics, sales reporting, etc.
- Responsible for monitoring a product's life cycle and developing/adjusting strategy accordingly.
- Responsible for product training for sales and other internal functional areas

- Works closely with Medicare/Group Sales, Marketing staff and leadership to report on planning, developing, and roll-out of new products and product enhancements. Acts as liaison for assigned product(s) to keep all areas of corporation informed product status.
- Works closely with implementation team to ensure successful new product or product enhancement roll-out.
- Overall accountability for all aspects of product including benefits, price, promotion, and communications. In addition accountable for coordinating all affiliated product components i.e. medical management, ancillary services, reporting and service.
- Responsible for negotiating strategy and policy decisions among all cross-functional areas. Responsible for leading ad hoc product development sub-committees.
- Keeps Marketing Management and Senior Management apprised of product status through written and oral reports.
- Serves as a product consultant to internal and external customers and business partners.
- Consistently demonstrates high standards of integrity by supporting the Lifetime Healthcare Companies' mission and values and adhering to the Corporate Code of Conduct.
- Maintains high regard for member privacy in accordance with the corporate privacy policies and procedures.
- Regular and reliable attendance is expected and required.
- Performs other functions as assigned by management.

Minimum Qualifications

- Must be able to interact and collaborate with leaders of other functional areas to successfully drive strategy and product development. Excellent written and verbal communication skills a must.
- Must have at least 5 years of professional work experience with at least 2 years of healthcare or health insurance experience.
- Bachelor's Degree in Business, Marketing or related field.
- Masters Degree preferred.

Physical Requirements

In support of the Americans with Disabilities Act, this job description lists only those responsibilities and qualifications deemed essential to the position.

Equal Opportunity Employer