

The Virginia Hospital & Healthcare Association (VHHA) is seeking candidates for Manager, Partnership Growth and Strategy at our headquarters in Glen Allen, Virginia. The Partnership Growth & Strategy Manager is a key contributor to the Virginia Hospital Shared Services Corporation (VHHA Solutions) and is responsible for leading strategic sales initiatives, growing non-dues revenue, and fostering meaningful partnerships that directly support Virginia hospitals, healthcare organizations, and Virginia Businesses. This role focuses on data-driven sales performance, identifying measurable outcomes, and building trusted, value-based collaborations between VHHA Solutions, its Endorsed Partners, and the broader healthcare community across the Commonwealth. Beyond managing existing business relationships, this role is also responsible for planning and developing new solutions (programs and offerings) that deliver value to VHHA member organizations and other healthcare providers across Virginia. The Partnership Growth & Strategy Manager works closely with the Director of Marketing Operations & Strategy to align marketing and sales strategies for the organization and collaborates with VHHA staff to explore initiatives for its members.

Essential Functions include:

- Serve as a point of contact for VHHA Solutions business development, fostering strong relationships with key decision makers and influencers.
- Proactively identify and pursue growth opportunities with hospitals, healthcare service providers, and aligned industry partners.
- Develop and manage a robust pipeline of prospects, leads, and opportunities through relationship-building, outreach, and strategic analysis.
- Lead and support partnership business development efforts from initial contact through proposal, negotiation, and contracting.
- Collaborate across VHHA departments to align partnership strategies with organizational goals and member priorities.
- Prepare and present performance reports, market intelligence, and partnership updates to senior leadership and VHHA Solutions Board of Directors.
- Represent VHHA and VHHA Solutions at member visits, events, conferences, and stakeholder meetings to promote endorsed partner solutions and build industry awareness.
- Contribute to strategic planning efforts and refine go-to-market strategies based on insights and outcomes.
- Strengthen relationships with VHHA Solutions Endorsed Partners through routine meetings with partners, joint goal setting, performance reviews, and growth planning.
- Design, manage, and execute an annual strategic growth plan that emphasizes measurable sales metrics, increased revenue, and new partnership opportunities.
- Develop and report quarterly KPIs (key performance indicators) and dashboards to assess partnership effectiveness, account growth, and ROI.
- Utilize CRM platforms (e.g., Salesforce) to track and analyze sales activities, lead conversion, pipeline performance, and revenue trends by market segment.

- Coordinate with Director of Marketing Operations & Strategy to align promotional efforts with partnership goals and campaign strategies.
- Assist the CEO with identifying potential new Endorsed Partners, Corporate Partners, or Sponsors through the evaluation and appropriate onboarding process.
- Support the CEO with budgeting, reporting, and Board of Directors materials related to partnership performance and sales growth.

Ideal candidates will have an in-depth understanding of healthcare industry trends, competitor positioning, and pricing models to inform growth strategy. Required working knowledge of healthcare distribution networks, GPOs and hospital procurement operations. Must have proven track record in consultative sales at the executive level. Must have excellent communication, public speaking, and relationship development abilities. Strong proficiency with MS Office Suite and familiarity or experience with CRM systems, Salesforce preferred. Must be able to build and track detailed sales metrics, including lead generation, conversion rates, and revenue impact.

This is a full-time position which requires routine travel within the Commonwealth of Virginia, and occasional travel within the United States. A bachelor's degree and a minimum of 5 years' experience in healthcare, insurance, or healthcare related sales/business development required. Master's degree in business, healthcare administration, and experience in healthcare group purchasing organizations, procurement, or hospital vendor relations preferred.

Compensation will be commensurate with work experience. VHHA offers a competitive benefits package and incentive plan opportunity.

Interested candidates should send a cover letter and resume to recruiting@vhha.com.

VHHA is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, sex, national origin, age, disability, marital status, military service or veteran status, sexual orientation, gender identity, genetic information, pregnancy, childbirth, or related medical conditions, including lactation, political affiliation, or other basis prohibited by federal or state law relating to discrimination in employment.

It is the policy of VHHA to provide a drug-free workplace in keeping with the spirit and intent of the Drug Free Workplace Act of 1988. VHHA prohibits the manufacture, sale, distribution, dispensation, possession, or use of alcohol, controlled substances, or marijuana on VHHA premises or while conducting VHHA business on or off VHHA premises.