



POSITION DESCRIPTION

Director of Strategy and Business Development

Reports to: President and CEO

Position Status: Exempt

Other Key
Relationships

NKC Executive Team, and Clinical Leaders throughout the organization Physician Groups, Nephrologists and other Identified Specialties, External Constituents including health system partners, industry associations, advocacy groups, current and potential donors

GENERAL SUMMARY

Directly reporting to the CEO and supporting the Executive Team, the Director of Strategy and Business Development is a high exposure role within the organization and works directly with the senior leadership to help define, plan, and implement key priorities ranging from completion and implementation of the strategic plan to identification and pursuit of new business opportunities. In partnership with the executive leadership, this Director will be responsible for both the development and project management of strategic priorities across the organization.

The Director of Strategy and Business Development serves as an important position within NKC to work on priorities related to our core strategy and new growth opportunities with all key constituencies including internal leadership, physician groups, local hospitals / healthcare systems and key partnerships with the University of Washington including the Kidney Research Institute and Center for Dialysis Innovation.

The Director of Strategy and Business Development plays an integral role in helping implement and achieve identified priorities related to clinical excellence, efficient growth, cost reductions and revenue enhancement. In addition, the Director researches, analyzes and supports new initiatives to support diversified revenue streams that reflect an understanding of market dynamics, the competitive landscape and new trends.

KEY RESPONSIBILITIES

Strategic Insight and Intelligence

- Partner with C-suite and senior-level leaders within the organization to help set strategic direction
- Manage market research and competitive intelligence

- Monitor market competition in order to develop goals, strategy, and tactics for the company
- Partner with leadership and functional areas to support strategic initiatives and oversee the development and delivery of deliverables and solutions across the organization
- Drive clear hypotheses, breakthrough analyses and actionable strategic insight for organizational impact

Business Development

- Assist in the evaluation and establishment of unique or strengthened programs, services and technologies that help support the overall objectives of NKC including around financial performance and clinical excellence.
- Identify, evaluate, and analyze opportunities for enhanced market penetration and new revenue growth from identification of initial opportunities through implementation of selected strategies
- Evaluate new geographic markets to enter with clear and thorough analyses and recommendations
- Work with related departments to create proposals/pitches and responses to RFPs.
- Partner with the office of the Chief Medical Officer and Marketing Department to promote brand awareness and enable new outreach opportunities to increase physician referrals.
- Develop annual strategic business development plans and corresponding budgets.
- Track and measure outcomes on projects and ongoing activities based on the plans and budgets.

Project Management

- Works under the direction of the Executive Team to design and drive effective, efficient, enterprise-wide transformation initiatives.
- Consults within related departments at Northwest Kidney Centers, driving best practices for successful large-scale, high impact initiatives.
- Synthesizes information, conducts analysis, and develops high-quality communications, reports, and deliverables for initiatives.
- Demonstrates superior accountability, producing measurable, optimized outcomes; and
- Supports the execution of change management plans.

Leadership Competencies:

- Data driven, results-oriented style with a high degree of analytical ability and proven problem-solving skills
- Excellent communication, interpersonal and leadership skills
- Commitment to and champion of diversity, equity and inclusion in work design, team development and communication

- Great listener, encourages open dialogue and diverse viewpoints with the ability to drive decision making by asking key questions and framing options effectively
- Proven project management skills and experience
- Demonstrated ability to lead highly complex projects to completion and sustainment
- Adept at leading/participating in multiple concurrent initiatives
- A change agent with the ability to thrive and quickly adapt to change, leading others through change in a dynamic, fast-paced industry and work environment
- Willing to challenge standard thinking with new ideas, approaches and solutions
- A strategic big picture thinker with the ability to operationalize and implement actionable and measurable goals to meet strategic objectives
- Expert at effectively pivoting between strategic development and tactical deployment
- Takes accountability and responsibility for own actions with the utmost integrity
- A team player who can build collaborative relationships across the organization

JOB CONDITIONS

1. Must be able to communicate effectively in English on the phone, in writing, and in person.
2. Must be able to use a computer keyboard, mouse, and pull-down windows in an efficient manner. Must be able to demonstrate use of appropriate software after training.
3. Physical activities require the ability to stoop, reach; stand, walk; push, pull, lift; finger, grasp, feel; talk, hear; and repetitive motions of wrists, hands, fingers.
4. The physical requirements include the ability to lift/move objects weighing up to 30 pounds occasionally, and up to 15 pounds frequently.
5. Visual acuity is required to read, inspect data, work with information on a computer screen, and perform other duties.

CUSTOMER SERVICE STANDARDS

Staff is responsible for demonstrating good customer service and professionalism.

1. **CONSIDERATION:** Greet customers promptly; show courtesy; recognize customer's needs; respect privacy.
2. **CONCERN:** Listen to customers; express appreciation, be non-judgmental; take responsibility.
3. **CONFIDENCE:** Show a positive attitude; take personal initiative; inform; educate and reassure; provide prompt follow-up.

4. **CONDUCT:** Hold appropriate conversations; maintain a professional appearance; establish teamwork; show professional competency.

EDUCATION AND EXPERIENCE

- Bachelor's degree in business, healthcare administration or similar discipline; Master's degree is preferred.
- 5+ years of experience in business development and/or analysis in a healthcare or consulting environment.
- Demonstrated experience managing complex change initiatives
- Must be a strategic thinker that takes initiative, has the stamina, emotional intelligence, and strong interpersonal skills to operate strategically and effectively oversee the tactics in order to help drive and achieve differentiating business results. Successful track record of innovation and business development.
- Project Management certification (PMP) preferred

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not to be considered as an exhaustive list of all job tasks performed by people so classified.

REVIEW AND APPROVAL



President & Chief Executive Officer

2/01/2022

Date



Vice President of Human Resources
& Chief HR Officer

2/01/2022

Date