



## BROKER RELATIONS LIAISON

### *Position Description*

<b>Department:</b>	Communications and Outreach	<b>Reports to (title):</b>	Director, Communications & Outreach
<b>Pay Range:</b>	\$	<b>Supervises:</b>	Direct: _0__
<b>Hours/week:</b>	40	<b>Classification:</b>	Exempt
<b>Type of Position:</b>	Full-time	<b>Effective Date:</b>	August 2017
<b>Travel:</b>	Up to 50% within NM	<b>Revised Date:</b>	

### PERFORMANCE EXPECTATIONS

In performance of their respective tasks and duties all employees of beWellnm are expected to conform to the following:

- Uphold all principles of confidentiality to the fullest extent.
- Adhere to all professional and ethical behavior standards of the healthcare industry.
- Interact in an honest, trustworthy and respectful manner with participants, employees, visitors and vendors.
- Comply with New Mexico Health Insurance Exchange's policies and procedures.
- Maintain a current insurable driver's license and reliable transportation.

### POSITION PURPOSE

Principally responsible for serving as the primary interface to this brokers, building strategies for engagement, resolving and troubleshooting their questions and ensuring they have all of the information and tools they need to help New Mexico consumers find a plan that is right for them and their families through beWellnm.

Additionally, the Broker Relations Liaison will be responsible for maintaining a positive image and reputation for beWellnm with key constituents to include Carriers, Brokers, Office of the Superintendent of Insurance (OSI), NM Human Services Department (NM-HSD) and Centers for Medicare and Medicaid Services (CMS).

### ESSENTIAL DUTIES, FUNCTIONS & RESPONSIBILITIES

1. Directs activities that promote beWellnm visibility, building a strong positive image and increasing awareness of beWellnm's services to the Broker community.

Serves as primary liaison between beWellnm and the New Mexico Broker Community and assists brokers with training, information and resources for both the individual and beWellnm for Small Business exchange. Builds and maintains positive relationships with professional broker associations and independent and affiliated brokers around the state. Develops and manages broker training and certification programs for beWellnm. Responsible for maximizing broker

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participation in the individual and beWellnm for Small Business exchange. Manages broker escalations. Tracks and responds to broker issues, questions and escalations.

2. Builds strong, proactive relationships with brokers and agents to promote and advance collaboration and participation with beWellnm.
3. Recommends process and system improvements to engage and assist brokers.
4. Develops strategies and initiates communications for the stakeholder groups including meeting materials, newsletter and web content presentations.
5. Collaborates on customer service and operational staff training procedures for consistency with organizational values and communications.
6. Provides regular communication to staff, Supervisor, and the Executive Leadership Team, helping to enhance beWellnm's operational success and broker relations.
7. Represents the organization to internal and external constituents and customers through customer service, formal presentations, road shows, association and trade groups, marketing, and educational efforts.
8. Attends and represents beWellnm at public presentations or meetings as needed.
9. Performs other duties as necessary that may be assigned by the SR. Director of Communications, CEO or Board of Directors.

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### MINIMUM MANDATORY QUALIFICATIONS

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| Experience:  | <ul style="list-style-type: none"><li>• Five (5) years of health insurance or related industry experience.</li><li>• Working knowledge of the Affordable Care Act, individual and NM group health insurance market required</li><li>• Experience working in broker relations, product sales or related field required</li><li>• Active or inactive broker/producer license preferred</li></ul>   |
| Education:   | <ul style="list-style-type: none"><li>• Bachelor's degree or equivalent combination of education and experience. .</li></ul>   |
| Mandatory Knowledge, Skills, Abilities and Other Qualifications: | <ul style="list-style-type: none"><li>• Superior written and verbal communications skills and the ability to handle sensitive and confidential situations, provide guidance and documentation.</li><li>• Strong strategic project management and vendor management skills.</li><li>• Strong interpersonal and relationship building skills with a proven ability to build and maintain positive, effective relations.</li><li>• Effective influential leader with excellent judgment and proven people management skills.</li><li>• Generate and execute creative solutions and ideas.</li><li>• Exercise diplomacy</li><li>• Effective problem-solver with the ability to develop and advance alternative solutions.</li><li>• Able to effectively communicate technical and legal information to non-technical and non-legal stakeholders.</li><li>• Able to work in a team-oriented environment and effectively communicate both orally and in writing.</li><li>• Able to effectively report on the status and implementation of projects to senior management.</li><li>• Perform other duties as assigned.</li><li>• Knowledge of Microsoft Office Suite; Microsoft Word; Microsoft PowerPoint; Microsoft Excel and internet software.</li></ul> |

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- Basic operation of a workstation (turning on/off, knowledge of basic functions and components).
- Use/storage/maintenance of multiple usernames and passwords.
- Use of Windows Explorer (electronic file-handling).
- Computer-related problem-solving skills through the use of available trainings and help desk.
- A record of satisfactory performance in all prior and current employment as evidenced by positive employment references from previous and current employers.

### WORK ENVIRONMENT

#### Work environment:

The work environment characteristics described here are representative to those an employee encounters while performing the primary functions of this job. normal office conditions exist, and the noise level in the work environment can vary from low to moderate. limited overnight travel may be required from time to time. reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### Physical demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the primary functions of this job. While performing the duties of this job, the employee may be required to frequently stand, walk, sit, bend, twist, talk, hear and perform repetitive motions. There may be prolonged periods of sitting, keyboarding, reading, as well as driving or riding in transport vehicles. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include reading, distance, computer, and color vision. Talking and hearing are essential to communicate with patients, vendors and staff. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### Mental demands:

There are a number of deadlines associated with this position. The employee must be able to handle frequent interruptions and must also multi-task and interact with a wider variety of people on various and, at times, complicated issues.

### OTHER

All employees must uphold all principles of confidentiality and customer care to the fullest extent. This position has access to sensitive information and a breach of these principles will be grounds for immediate termination.

In order to provide equal employment and advancement opportunities to all individuals, employment decisions at the New Mexico Health Insurance Exchange will be based on merit, qualifications, and abilities. The NM Health Insurance Exchange does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, age, disability or any other characteristic protected by law.

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**Disclaimer:** The information on this position description has been designed to indicate the general nature and level of work performance by employees in this position. It is not designed to contain, or be interpreted as, a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this position. Employees will be asked to perform other duties as needed.

REVIEWED BY		TITLE	
APPROVED BY		TITLE	
DATE POSTED		DATE HIRED	

### ACKNOWLEDGMENT

I have reviewed the content of the Broker Relations Manager position description and have been provided a copy of the description. I certify that I am able to perform the essential functions of this position as outlined in this description, with or without reasonable accommodation.

Describe any accommodations required to perform these functions:

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Employee (printed name)

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Employee (signature)

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Date

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