

Director of Strategy

InSight Telepsychiatry – Business Development

Position Description

InSight is looking for an entrepreneurial-minded leader to act as its director of strategy. The director of strategy will be responsible for guiding the organization's strategic priorities and messaging within a national marketplace and will work internally to ensure all departments are aligned against a common set of goals, messages and a consistent brand to deliver rapid growth. This person will oversee several departments including, marketing, internal communications and external communications. This role requires excellent organization, problem solving and planning skills. The ideal candidate will be revolutionary, with a history of embracing disruptive healthcare solutions and a passion for increasing access to behavioral health care.

Organization Overview

InSight is the leading national telepsychiatry service provider organization with a mission to increase access to quality behavioral health care through telehealth. InSight's behavioral health providers bring care into any setting on an on-demand or scheduled basis. With over 18 years of telepsychiatry experience and an active footprint in telepsychiatry-related advocacy, InSight is recognized as an industry thought-leader. InSight is the telemedicine arm of the CFG Health Network, a behavioral health organization that delivers onsite services across the spectrum of care. These roots in onsite care influence InSight's approach to appropriate, quality services delivered through telehealth. www.InSightTelepsychiatry.com

Job Responsibilities

- Support alignment of all aspects of the business and act as liaison between departments to facilitate aligned strategies and effective communication
- Create and own a multi-year strategic plan
- Host regular strategy alignment meetings
- Supervise department managers for marketing, internal communications and external communications
- Set direction, create goals and manage deliverables for the supported departments
- Develop, implement and oversee a new service line for telehealth opportunities assessments, as a collaboration between operations and business development
- Define packaging of all InSight services by market segment and set the approach, messaging and operational plan for each
- Collaborate with other department leaders to develop potential additional service packages around target markets
- Oversee bidding process and RFP submissions, including decision-making on which RFPs to respond to, based on strategic alignment
- Carefully manage internal messaging to deliver highly effective communication across the entire organization via multiple channels, including all hands meetings, lunch-n-learns, retreats, newsletters, etc.

- Reinforce important themes and goals across the organization, with an emphasis on alignment and transparency across all departments
- Oversee projects related to organizational information alignment, in conjunction with the internal operations team, information coordinator and information champions
- Carefully manage external messaging to deliver clear and consistent messaging that support InSight's positioning and brand
- Own InSight's brand at a national level, and protect the brand by keeping it aligned with market positioning and service delivery
- All other duties as assigned

Job Requirements

- Master's degree in Business Administration, Health Services Administration or related field
- Five or more years of experience in the healthcare industry
- Telehealth experience
- Experience with a growing company
- At least five years of management experience
- Strong organizational skills
- Exceptional written and verbal communication skills

Ideal Candidate

- Background in behavioral health
- Experience managing a team of five or more
- LEAN and/or Six Sigma Certifications

Logistics

- Available March 1, 2018
- Full time
- Position based in Marlton NJ, Lynchburg VA or Washington, DC
- Reports to the CEO

To apply, please send your resume and a customized cover letter to recruiting@in-sight.net.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, and talk or hear. The employee frequently is required to use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and climb or balance. The employee is occasionally required to sit and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

EOE M/V/F/D