As a senior member of the strategic function, provide detailed assessment and understanding of the current and future external market environment, develop insights and identify opportunities to actualize our organizational mission, vision and activate the strategy across multiple time horizons. Support a focus on insight-driven decisions, innovation, customer centric experience and local/national collaborations. Work collaboratively to build coalition and support as well as drive action with both internal and external partners. Develop and refine strategic plans and initiatives to positively impact the management of today’s business while supporting efforts for the definition and evolution towards a health solutions company.

Job Description

- Work directly with staff and senior leadership across the company to proactively identify and prioritize strategic needs and create meaningful and actionable outputs, drive the strategic development process to address these needs, and integrate and align work to the company’s overall strategic goals.
- Build and facilitate efforts with partner and/or vendor relationships to understand the value proposition and business case aligned to our business strategy, drive decision making and collaborate with the business areas to implement.
- Develop and maintain relationships with both internal and external partners to drive complex project/initiative work focused on significant business strategies, opportunities and innovation efforts.
- Leverage customer and consumer insights to develop holistic strategies, programs and plans to effectively drive innovation and business outcomes and maximize ROI in varied areas.
- Consolidate research, authorship of key findings, and communication of timely, periodic strategic intelligence reports to senior management and Blue Cross NC Board.
- Contribute to the development of corporate strategic positions and related annual and long-term planning efforts.
- Collaborate and execute critical activities such as strategic planning, compliance, complex financial/ qualitative analysis and thought leadership at a departmental, multi-function, and enterprise level.
- Design and develop the innovation program for Blue Cross NC – its offerings, innovation events, delivery methods, and definition of the success points of the program. Act as a “Champion of Innovation” and work across the organization to drive a culture of innovation in all that we do.
- Partner and consult with internal clients to identify, plan and execute innovation efforts; help them better understand what
problems they are trying to solve, articulate their vision and define and enable success. Provide methods and resources to support their execution of those plans.

- Develop new ideas that solve existing or emerging issues the business faces. Prototype and evaluate those ideas to determine viability and opportunity for success and follow through to implementation as necessary.
- Identify, analyze and monitor relevant industry, regulatory, technology and market based trends to determine market entry or exit as appropriate and to ensure alignment to the company’s strategic positions and interests.

**Hiring Requirements**

- Bachelor’s degree and 6 years of experience in strategic development, strategic planning, business development, market/product development and/or general corporate affairs.
- OR Master’s degree and 4 years of experience as stated above.
- Internal candidates with at least 8 years of broad based health insurance/healthcare experience and 2 years direct, prior experience in applicable strategy area (i.e. innovation, customer experience, strategic planning) will also be considered
- Must have direct experience contributing to the analysis of a company’s needs and development of business strategies as well as serving as a liaison to senior business executives, internal and external, and other outside advisors.
- Demonstrated experience identifying new opportunities, creating products/programs/solutions and driving change.

**Hiring Preferences**

- Master’s degree preferred.
- Previous work experience in health insurance or health care industry with multi-faceted knowledge of healthcare delivery systems is strongly preferred.
- Experience leading teams, formally or informally is preferred.
- Solid understanding of BCBSNC business, systems, and organization (may be specific to finance, health care, network, Sales and marketing, IS, and/or operations based on determined need of team) is preferred.
- Versatile learner with the ability to embrace change and enjoy the challenge of unfamiliar tasks.
- Ability to think creatively and strategically while handling difficult and complex issues.
- Excellent consultative skills, with exceptional oral and written communication and presentation skills.
- Strong facilitation, training and/or informal leadership skills.
• Ability to meet time deadlines and effectively manage multiple priorities.
• Ability to manage extensive amounts of complex information, connect and interrelate disparate ideas and thoughts, pay attention to detail, and work effectively with varying constituencies.
• Understanding of logic and causal relationships and experience conducting relevant research.
• Ability to work well independently as well as part of a team.
  Ability to understand technical / expert jargon and business needs and help bridge communication gaps.