

POSITION OVERVIEW

Job Title: Business Development Associate
Business Title: *Business Development Marketing Specialist, Business Development Representative, Business Development Marketing Representative*
Job Code: XXXXX
FLSA Status: Non-Exempt
Department: XXXXX
Reports to: Director, Business Development
Location: TN
Draft Date: 07/13/2026
Revision Date: XXXXX
Approved By: XXXXX
Role: Individual Contributor

POSITION SUMMARY

The Business Development Marketing Representative is responsible for developing and strengthening relationships with referring providers, healthcare practices, and community partners throughout an assigned territory. This position serves as the primary liaison between the practice and referring offices, ensuring providers are informed about Premier's imaging services while identifying opportunities to grow referral volume and improve the customer experience.

The ideal candidate is a motivated, relationship-focused professional with strong communication skills who enjoys building partnerships, solving problems, and representing the practice within the healthcare community.

POSITION DUTIES AND RESPONSIBILITIES**Business Development**

- Develop and maintain relationships with physicians, advanced practice providers, office managers, and referral coordinators.
- Conduct regular in-person visits to referring practices within assigned territory.
- Identify opportunities to increase referral volume and strengthen existing partnerships.
- Prospect and establish relationships with new referring providers and practices.
- Represent Premier Radiology at physician offices, hospital events, networking opportunities, and community outreach events.
- Maintain a consistent schedule of provider visits and follow-up activities.

Marketing & Provider Education

- Educate providers and staff on Premier Radiology services, imaging modalities, scheduling options, and specialty programs.
- Promote new imaging technologies, service enhancements, and marketing campaigns.
- Distribute and maintain current marketing materials, order forms, and educational resources.
- Coordinate lunch-and-learn presentations and educational meetings for provider offices.
- Support marketing initiatives, community events, sponsorships, and health fairs.
- Create and manage social media content across Premier Radiology's digital platforms to increase community engagement, promote services, and support marketing initiatives.
- Monitor and respond to Google reviews in a professional and timely manner, escalating concerns as appropriate and helping maintain Premier Radiology's positive online reputation.



- Assist with developing digital marketing campaigns, provider communications, and promotional materials.

Customer Service & Relationship Management

- Serve as the primary point of contact for assigned referring offices.
- Resolve customer concerns by collaborating with scheduling, operations, radiologists, IT, and leadership.
- Communicate service updates, operational changes, and new initiatives to provider offices.
- Ensure referring offices receive timely responses and exceptional customer service.
- Gather provider feedback and communicate opportunities for operational improvement.

Territory Management

- Manage an assigned geographic territory while maintaining regular communication with all referring offices.
- Analyze referral trends and identify growth opportunities.
- Monitor provider activity and develop strategic plans to increase utilization.
- Maintain accurate records of provider interactions using CRM software.
- Prepare activity reports and provide updates to leadership.

Collaboration

- Work closely with Operations, Scheduling, Clinical Leadership, IT, and Radiologists to improve the provider and patient experience.
- Assist with implementation of new provider accounts, EMR interfaces, online scheduling, and workflow improvements.
- Participate in departmental meetings and strategic planning initiatives.

KNOWLEDGE, SKILLS, AND ABILITIES

- Excellent verbal and written communication skills.
- Strong relationship-building and networking abilities.
- Professional presentation skills.
- Ability to manage multiple priorities and work independently.
- Strong organizational and time-management skills.
- Proficiency with Microsoft Office and CRM platforms.
- Ability to analyze referral data and identify growth opportunities.
- Customer-focused with excellent problem-solving skills.

PREFERRED PROFESSIONAL SKILLS AND EXPERIENCE

- Minimum of 2-3 years of healthcare marketing, physician relations, pharmaceutical sales, medical sales, or business development experience preferred.
- Experience working with physician practices or outpatient healthcare services is highly desirable.

Physical Activities

Ascending or descending ladders, stairs, scaffolding, ramps, poles and the like.

☒ Never ☐ Occasionally ☐ Constantly

Moving self in different positions to accomplish tasks in various environments including tight and confined spaces.

☐ Never ☐ Occasionally ☒ Constantly

Remaining in a stationary position, often standing or sitting for prolonged periods.

☐ Never ☒ Occasionally ☐ Constantly

Moving about to accomplish tasks or moving from one worksite to another.

☐ Never ☐ Occasionally ☒ Constantly

Adjusting or moving objects up to 15 pounds in all directions.

☐ Never ☒ Occasionally ☐ Constantly

Communicating with others to exchange information.

☐ Never ☐ Occasionally ☒ Constantly

Repeating motions that may include the wrists, hands and/or fingers.

☐ Never ☐ Occasionally ☒ Constantly

Operating machinery and/or power tools.

☒ Never ☐ Occasionally ☐ Constantly

Operating motor vehicles or heavy equipment.

☐ Never ☒ Occasionally ☐ Constantly

Assessing the accuracy, neatness and thoroughness of the work assigned.

☐ Never ☐ Occasionally ☒ Constantly

Environmental Conditions

Low temperatures.

☒ Never ☐ Occasionally ☐ Constantly

High temperatures.

☒ Never ☐ Occasionally ☐ Constantly

Outdoor elements such as precipitation and wind.

☐ Never ☒ Occasionally ☐ Constantly

Noisy environments.

☒ Never ☐ Occasionally ☐ Constantly

Hazardous conditions.

☒ Never ☐ Occasionally ☐ Constantly

Poor ventilation.

☒ Never ☐ Occasionally ☐ Constantly

Small and/or enclosed spaces.

☒ Never ☐ Occasionally ☐ Constantly

No adverse environmental conditions expected.

☒ Never ☐ Occasionally ☐ Constantly

Physical Demands

Sedentary work that primarily involves sitting/standing.

☐ Never ☒ Occasionally ☐ Constantly

Light work that includes moving objects up to 20 pounds.

☐ Never ☒ Occasionally ☐ Constantly

Medium work that includes moving objects up to 50 pounds.

☐ Never ☒ Occasionally ☐ Constantly

Heavy work that includes moving objects up to 100 pounds or more.

☒ Never ☐ Occasionally ☐ Constantly

I have reviewed this job description and I understand all my job duties and responsibilities. I am able to perform the essential functions as outlined. If I have any questions about job duties not specified on this description that I am asked to perform, I should discuss them with my manager or a member of the Human Resources team.

I acknowledge that the job has been explained to me both verbally and in written format.

Support Teammate's Signature

Date

