



## **Business Development Liaison**

### **Job Description**

Miracles In Sight seeks a business development liaison (BDL) in South Carolina that will serve as a conduit between Miracles In Sight (MIS) and their external clients. The BDL will pursue and maintain current knowledge regarding ophthalmological surgical trends and emerging techniques, cultivate and strengthen relationships with surgeons and other pertinent professionals by providing ongoing education, customized support, and timely communication, promote MIS core and specialty services, and work in conjunction with clinical services to optimize distribution outlets as identified in the Miracles In Sight strategic plan.

### **Essential Duties and Responsibilities**

- Maintains a working knowledge of general eye banking functions.
- Identifies target markets in accordance with organizational strategy utilizing familiarity with the eye banking industry and existing MIS reporting, tools, and dashboards.
- Lead and/or support in clinical wet lab demonstrations in operating rooms and training settings.
- Evaluates and interprets tissue distribution data and market demographics, ensuring that priorities are identified for both surgeon and recipient populations.
- Conducts proactive and responsive correspondence by utilizing the MIS CRM
- Assist in market analysis, implementation, marketing/communication, and training of new product lines.
- Completes face-to-face meetings with surgeons, schedulers, practice managers, and office staff, etc. to:
  - Ensure needs are identified and concerns are minimized.
  - Educate on MIS core and specialty services, enhancements, and new advances.
  - Maintain image (community-centered, patient-first, leading-edge provider)
  - Offer excellent customer service.
  - Introduce new products/services/protocols.
- Maintains book of business, as established by annual budget, and determines areas for growth.
- Communicates opportunities, market trends, and issues to appropriate management/staff in a timely manner.
- Attends and exhibits at strategically pertinent local, national and international events, e.g., conventions, symposiums, courses, etc.
- Recommends improvements to the distribution system / process based on identified customer needs.
- Trains and supports external users on the surgeon portal.
- Maintains a working knowledge of EBAA Medical Standards, FDA regulations, and all other industry relevant national and international standards and regulations.

- Serves as a professional representative of Miracles In Sight at all times
- Performs other duties as requested by the Director of Surgeon Relations.

### **Requirements**

- Ability to work flexible schedule.
- Demonstrate excellent written and verbal communication skills including public speaking.
- Ability to develop rapport with clients.
- Possess effective interpersonal skills and professional demeanor.
- Ability to interact with co-workers within and outside of the department as well as outside agencies.
- Knowledge of medical and ophthalmic terminology
- Ability to work independently and be a self-starter.
- Proficiency with the Microsoft Office Suite
- Ability to set priorities and manage multiple priority tasks.
- Possess a valid driver's license and passport.
- Must read and write English.
- Ability to cope with issues pertaining to death is essential.

### **Benefits**

- Medical, Dental, Vision, HSA, PTO, Retirement, Life & AD&D insurance
- Flexible schedule
- Excellent Training
- Rewarding work

**To apply, please send resume to [careers@miraclesinsight.org](mailto:careers@miraclesinsight.org)**