Senior Business Proposal Writer

Overall Responsibilty

The Business Writer will play an active role in developing and customizing written proposals, developing client/prospect correspondence, responding to RFPs, developing presentation outlines and storyboards, and creating PowerPoint presentations to support sales. The Business Writer will also assist with defining and documenting sales processes and other related sales support functions.

Core Job Duties

- Be a major contributor to corporate business development for a high-growth healthcare technology company by developing written proposals and presentation content geared to prospective clients.
- The right person for this position will have strong writing, research and interpersonal skills needed to effectively present our company's story to key internal stakeholders and deliver communications content that will arm our sales team with the tools they need to win in a dynamic, emerging marketplace.
- Manage, coordinate, and facilitate RFP processes including researching, authoring, and editing assigned responses to specific questions contained within RFPs.
- Partner with sales, corporate development team members, and executives to create accurate, persuasive, compelling, and responsive documents and written correspondence.
- Serve as a responsible leader in facilitating responses from internal teams assembled for each project, which typically include sales, marketing, finance, legal, clinical, professional services, and product development.
- Identify and research non-standard requests and develop responses as needed.
- Maintain and update RFP content library and proposal database. Keep the content library scrupulously current, on-message, well-written, and accurate.
- Act as liaison with marketing and subject matter experts, product management, IT, professional services, clinical operations and sales to revise and improve answers in the RFP content library.
- Work as needed on special projects requiring documentation including, but not limited to, investor updates, sales training, client meetings, board meetings, or similar.
- With input from marketing and sales, review and update proposal templates and accompanying standard presentations.
- Collaborating with marketing to generate pre-sales collateral, including brochures or flyers on the company and our key differentiators.

Qualifications

- Excellent writing skills; experience and talent to take content and knowledge from a variety of sources and produce highly professional and concise written documents with one voice.

- Must feel comfortable presenting ideas to executives and working directly with and for thought leaders in the organization.
- Previous experience writing and producing documents for a variety of audiences including consumers, healthcare clients/prospects, and internal stakeholders.
- Professional background and experience in writing and producing copy.
- Professional background and experience in project management a plus.
- BA in English, Marketing, or similar field.
- 4+ years' experience preferably in proposal writing, editing, or marketing creative copy role; healthcare industry background a plus.
- Ability to work in a project-based team environment with continuous cooperation and interaction with various team members on a daily basis.
- Technology savvy and highly organized.
- Strong proficiency in Microsoft Office (Word, Excel, PowerPoint). Experience with proposal management software and/or content libraries a plus.

To apply, please send your resume; a brief summary of your skills, experience, and professional interest; and a representative writing sample and reference job title in subject line. **Applications without a writing sample will not be considered.**

About American Well

Have you ever wanted to talk to a doctor online rather than take time out of your day to set up an appointment or wait in the emergency room? Have you ever wished that a 10 minute checkup or follow-up didn't require you to set aside two hours from your day? We are a web startup based in Downtown Boston offering a software service that facilitates online conversations between healthcare providers and patients. Our product is used by several regional health plans and hospitals to allow consumers to receive quality care online and provide physicians with an additional means to stay in touch with their patients.