

Job Description – Subscription Manager

Position: Subscription Manager

Location: Prabhadevi, Mumbai

Experience: 3+ Years

Industry: Healthcare

Employment Type: Full-Time

About the Role

We are looking for an experienced and result-oriented **Subscription Manager** with a background in the **TPA (Third-Party Administrator) / Healthcare industry**.

The ideal candidate will have strong experience in **corporate tie-ups, B2B healthcare sales, corporate relationship management, and business development**. The candidate will be responsible for developing corporate partnerships, acquiring new accounts, driving subscription sales, and managing relationships with key corporate clients.

Key Responsibilities

- Identify and develop new **corporate tie-ups and partnerships** for healthcare subscription programs.
- Build and maintain relationships with **corporates, HR teams, Admin teams, Procurement teams, and other key decision-makers**.
- Drive **B2B sales and subscription revenue** through corporate accounts.
- Generate leads through corporate outreach, networking, referrals, existing relationships, and other business development channels.
- Manage the complete sales cycle, including lead generation, client meetings, presentations, negotiations, closures, and onboarding.
- Understand corporate healthcare requirements and propose suitable subscription solutions.
- Develop and maintain a strong corporate sales pipeline to achieve monthly and quarterly targets.
- Manage existing corporate accounts and identify opportunities for **renewals, upselling, and cross-selling**.
- Coordinate with internal operations and service teams to ensure smooth onboarding and servicing of corporate clients.
- Maintain strong client relationships and ensure high levels of customer satisfaction and retention.

- Conduct regular follow-ups with prospective and existing corporate clients.
- Track sales performance, subscription conversions, renewals, and revenue.
- Prepare regular reports on business development activities, pipeline, conversions, and account performance.
- Stay updated on developments in the **TPA, health insurance, and corporate healthcare ecosystem**.

Candidate Profile

We are specifically looking for candidates with experience in the **TPA / Third-Party Administrator industry**.

Mandatory Requirements

- **3+ years of relevant experience** in TPA, healthcare, health insurance, B2B healthcare sales, corporate sales, or business development.
- Candidates with experience working with a **TPA company are strongly preferred**.
- Proven experience in handling **corporate tie-ups and B2B relationships**.
- Experience dealing with corporate clients and decision-makers.
- Strong understanding of the **healthcare / health insurance / TPA ecosystem**.
- Demonstrated ability to generate business and achieve sales targets.
- Excellent communication, presentation, negotiation, and relationship-management skills.
- Strong commercial acumen and ability to convert corporate leads into business.
- Ability to independently manage corporate accounts and sales pipelines.

Preferred Experience

Candidates from TPA companies with exposure to:

- Corporate Sales / B2B Sales
- Corporate Tie-ups
- Business Development
- Key Account Management
- Corporate Healthcare Programs
- Health Insurance / Employee Benefits

- Client Relationship Management
- Corporate Subscription Programs

Candidates from TPA companies with strong corporate-facing and business-development experience will be given preference.

Key Skills

TPA Industry | Corporate Tie-ups | B2B Healthcare Sales | Subscription Sales | Business Development | Corporate Partnerships | Key Account Management | Corporate Relationship Management | Client Acquisition | Negotiation | Revenue Growth | Renewals & Upselling

Target Candidate Background

Ideal candidates may currently be working or may have previously worked with TPA / healthcare administration companies, particularly in roles involving corporate relationships, sales, business development, account management, or client servicing with a strong commercial focus.

Education

- Graduate in any discipline.
- MBA / PGDM in **Sales & Marketing, Healthcare Management, or Business Development** will be an added advantage.