10/22/2026

Collaborative Programs Coordinator

Alabama Primary Health Care Association (APHCA)
Location: Alabama | **Position Type:** Full-Time | **Starting Salary:** $55,000

Build Connections. Create Value. Grow Partnerships.

APHCA is looking for a **Collaborative Programs Coordinator** who knows how to turn relationships into results. This is not a traditional administrative coordinator role. We are looking for a **connector, communicator, relationship-builder, and growth-minded professional** who can help APHCA expand the value it delivers to its members and partners.

The Collaborative Programs Coordinator will help **build, grow, and expand APHCA's vendor sponsorships, group purchasing programs, strategic partnerships, and membership opportunities**. This position will work at the intersection of **healthcare, business development, sales, marketing, and member engagement**—connecting the right people, products, and opportunities to strengthen Alabama's community health centers and the communities they serve.

If you enjoy meeting people, developing relationships, spotting opportunities, making the pitch, and turning ideas into action, this could be your role.

What You'll Do

Build & Grow Partnerships

- Identify, cultivate, and develop relationships with vendors, businesses, healthcare organizations, foundations, and other strategic partners.
- Build a pipeline of prospective sponsors, vendors, purchasing partners, and other organizations aligned with APHCA's mission and member needs.
- Develop creative partnership opportunities that generate value for both APHCA members and participating organizations.
- Maintain regular communication with current partners to strengthen relationships, identify new opportunities, and increase engagement.
- Represent APHCA professionally at conferences, meetings, networking events, and industry gatherings.

Drive Sponsorship & Revenue Growth

- Develop and expand APHCA's corporate sponsorship program, including conference, event, educational, and year-round opportunities.
- Prospect for new sponsors and develop customized sponsorship proposals.

- Coordinate the sponsorship sales process from initial contact through agreement, fulfillment, and renewal.
- Track prospects, opportunities, commitments, and renewals.
- Work collaboratively with APHCA staff to create compelling sponsorship packages and partner experiences.

Expand Group Purchasing & Collaborative Programs

- Support the growth and expansion of APHCA's group purchasing program and other member benefit programs.
- Identify products, services, and vendors that could create meaningful value or savings for APHCA members.
- Help evaluate potential vendors and partnership opportunities based on member needs, value, quality, and alignment with APHCA's mission.
- Promote collaborative programs through member communications, presentations, webinars, meetings, and events.
- Monitor participation and identify opportunities to increase utilization and program value.

Strengthen Membership Engagement

- Help attract new members and deepen engagement with existing members.
- Communicate APHCA's value proposition clearly to prospective and current members.
- Identify opportunities to connect members with resources, vendors, programs, and services that address their operational needs.
- Gather member feedback and translate what you hear into ideas for new programs, partnerships, and services.
- Help create a member experience that makes organizations want to stay connected to APHCA.

Communicate, Connect & Influence

- Present confidently to individuals and groups, both virtually and in person.
- Tell the APHCA story in a way that connects our mission with business value.
- Collaborate across APHCA teams to promote programs, events, sponsorships, and partner opportunities.
- Serve as a professional, responsive, and enthusiastic point of contact for partners and members.

What We're Looking For

We're looking for someone who is **curious, confident, organized, personable, and driven by results**. You don't have to check every box. We care about your ability to **build relationships, communicate effectively, learn quickly, and make things happen.**

Core Skills

Relationship Building
You naturally connect with people and know how to develop a relationship beyond the first conversation.
Communication
You can write a great email, lead a conversation, give a presentation, and explain a complicated idea in plain language.
Sales & Business Development
You are comfortable prospecting, making the ask, following up, negotiating, closing opportunities, and building long-term relationships.
Strategic Thinking
You can see the bigger picture while still handling the details needed to move an opportunity forward.
Collaboration
You know that the best results rarely happen alone. You work across teams and bring people together around common goals.
Organization
You can manage multiple relationships, deadlines, proposals, events, and projects without losing track of the details.
Initiative
You don't wait to be told what to do when you see an opportunity. You investigate it, develop a plan, and move it forward.
Technology & Digital Fluency
You are comfortable using Microsoft 365, virtual meeting platforms, social media, and other digital tools.

You Might Be a Great Fit If You…

- Enjoy meeting new people and building professional relationships.
- Are energized by networking and business development.
- Can turn a conversation into an opportunity.
- Are comfortable asking, **"What would make this valuable for you?"**
- Can confidently make a sales pitch without being overly "salesy."

- Like having goals and seeing measurable results.
- Are equally comfortable talking with a CEO, health center executive, vendor representative, or frontline staff member.
- Can move easily between strategy and execution.
- Bring ideas instead of waiting for instructions.
- Are resilient and comfortable with the occasional **"no."**
- Believe that follow-up is a superpower.
- Want your work to have a purpose beyond the bottom line.

Qualifications

Required

- Bachelor's degree in business, communications, marketing, healthcare administration, public relations, or a related field **OR equivalent professional experience**.
- Experience in relationship management, sales, business development, marketing, membership, partnerships, healthcare, associations, or a related field.
- Strong written, verbal, interpersonal, and presentation skills.
- Demonstrated ability to build and maintain professional relationships.
- Strong organizational and project-management skills.
- Proficiency with Microsoft Office/Microsoft 365.
- Ability to travel periodically throughout Alabama and attend occasional evening or weekend events.

Preferred

- Experience with healthcare organizations, nonprofit associations, FQHCs, rural healthcare, or other community-based organizations.
- Experience selling sponsorships, memberships, programs, or services.
- Experience with group purchasing, vendor management, strategic partnerships, or business development.
- Experience using a program activity planning platform.
- Experience developing proposals, presentations, sponsorship packages, or marketing materials.
- Experience working with members, customers, and external business partners.

How Success Will Be Measured

Success in this position isn't just about completing tasks. It's about **creating connections and measurable value.**

Performance may be measured through:

- Growth in corporate sponsorship revenue.
- Number and quality of new strategic partnerships.
- Sponsorship renewal and retention.
- Growth and utilization of group purchasing and collaborative programs.
- Membership recruitment and engagement.
- Partner and member satisfaction.
- New business opportunities identified and developed.
- Timely and effective follow-up.
- Successful execution of partnership and sponsorship commitments.
- Contribution to APHCA's overall member value and revenue diversification.

Why APHCA?

At APHCA, the work we do helps strengthen the organizations that provide care to communities across Alabama.

You'll have the opportunity to work with **healthcare leaders, innovators, entrepreneurs, vendors, community organizations, and health center professionals**—while helping create programs and partnerships that make a real difference.

This is a role for someone who wants to **build something**, not simply maintain something.

Bring your ideas. Build relationships. Create value. Grow with us.

APHCA is an equal opportunity employer.