

**New York State Department of Civil Service**  
DIVISION OF CLASSIFICATION & COMPENSATION

Classification Standard

**Occ. Code 5224400**

**Regional Representative Health Plan Marketplace, Grade 29**

Brief Description of Class

Positions in this class function as regional representatives for New York State's Small Business Health Options Program (SHOP) at the Department of Health. Incumbents develop and operate the SHOP in their assigned region, perform regional outreach activities to small businesses, and support small business purchasing of cost effective and comprehensive health insurance for their employees.

Distinguishing Characteristics

*Regional Representative Health Plan Marketplace:* non-competitive; represents the SHOP program in an assigned geographic region; serves as a regional point of contact for small businesses seeking health insurance solutions; and performs outreach and marketing activities to promote small business involvement in the SHOP.

Illustrative Tasks

Develops and implements regional policies and procedures related to the SHOP that address New York State's small group insurance markets, and reports regional developments to New York State of Health (NYSOH) executive staff.

Performs outreach and marketing activities to small businesses, and advises them on health insurance options and the availability of federal tax credits to supplement insurance costs.

Develops curriculum and trains insurance brokers and agents so they can be certified to enroll small businesses in the SHOP, and develops training materials and protocols for Small Business Marketplace Customer Service Center staff.

Serves as a regional point of contact for insurance brokers and agents, chambers of commerce, and small businesses to facilitate their involvement in the SHOP program, fosters positive relationships, and resolves regional issues related to the operation of the Small Business Health Plan Marketplace.

Develops and executes awareness campaigns to educate small businesses about health insurance coverage options offered through the NYSOH, and represents NYSOH at regional small business events.

### Minimum Qualifications

#### *Regional Representative Health Plan Marketplace*

Non-Competitive: possession of a license and registration as an insurance broker or insurance agent issued by the New York State Department of Financial Services, or other State regulatory agency, and ten years of professional experience in the administration of a public policy, public health, or insurance program. Three of the ten years must have been at a supervisory level.

Substitution: a bachelor's degree may substitute for four years of the professional experience above; a master's degree may substitute for an additional year of the professional experience above.

**Note:** Classification Standards illustrate the nature, extent and scope of duties and responsibilities of the classes they describe. Standards cannot and do not include all of the work that might be appropriately performed by a class. The minimum qualifications above are those which were required for appointment at the time the Classification Standard was written. Please contact the Division of Staffing Services for current information on minimum qualification requirements for appointment or examination.

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