



Associate Brand Manager

Faulkner Consulting Group is looking to hire an **Associate Brand Manager** to join our consulting team at HealthSource RI, Rhode Island's health insurance exchange. The **Associate Brand Manager** will utilize his/her graphic design and social media management skills to achieve brand consistency through the creation and coordination of messages, graphic elements and marketing strategies, as well as the management of online conversations. The **Associate Brand Manager** will collaborate with other departments to ensure that the HSRI brand, image and values are promoted. The **Associate Brand Manager** will also be responsible for creating and designing promotional activities to drive the desired HSRI message.

Key responsibilities:

- Point-person for developing, implementing and executing marketing initiatives and activities including campaign (print, radio, web, social media, outdoor, etc.), community events, and sponsorships.
- Draft, schedule and manage social media and customer email from content provided.
- Develop and implement marketing strategies.
- Manage the organization's marketing and communications calendar.
- Responsible for day-to-day social media channel management – in partnership with other marketing and communications team members – across enterprise channels.
- Collaborate with creative team to build a following for brand on social media. Respond to comments and customer queries in a timely manner. Monitor and report on engagement, feedback and online reviews.
- Organize and participate in community activities to boost brand awareness.
- Produce unique designs, graphic elements, informational graphics, and illustrations that adhere to branding standards for HealthSource RI. Translate verbal ideas into visual materials.
- Create multimedia designs and retouch imagery for advertising across multiple mediums including print, online (digital and social), CRM (email and direct mail), outdoor and collateral campaigns, and internal/external presentations.
- Lead creative direction, production and editing of videos.
- Translate marketing ideas into effective designs used to engage customers and potential customers in digital campaigns.
- Brainstorm and collaborate with team for new ideas and strategies.
- Other duties as assigned.

Qualifications/Requirements:

- Bachelor's degree in Communications, Marketing or Public Health; Master's a plus
- 3-5 years of work experience, internship work experience accepted

- Possess exceptional creativity, organizational skills and a meticulous attention to detail
- Knowledge of Adobe Creative Suite (primarily InDesign, Photoshop, Illustrator; Premier Pro or other applications)
- Skilled at Microsoft Office software on a Mac
- Experience writing press releases, social media posts as well as creating and presenting presentations internally and externally
- Experience with social media platforms, knowledge of Hootsuite or other similar platforms
- Strong project management skills with the ability to lead multiple projects
- Able to analyze problems and strategize for better solutions
- Familiarity with Mailchimp, Salesforce, and/or Constant Contact
- Familiarity with health insurance or the healthcare industry a plus

Competencies

- Curious and adaptable – able to research current creative campaigns in market and then tailor their style to fit the overall HSRI brand voice
- Thrive in an ever-changing environment, and able to perform in a fast-paced environment
- Proven ability to meet deadlines
- Able to multi-task, prioritize, and manage time effectively
- Creative problem solver who thrives when presented with a challenge
- Self-motivated, able to work independently
- Strong verbal, communication and written skills.
- Willingness to learn and expand knowledge
- Highly developed client/customer service skills
- Organizational skills, with strong attention to detail and follow-through
- Good interpersonal skills and communication with all levels of management
- Strong team player

Logistics:

- HSRI office in East Providence
- Faulkner Consulting Group is a virtual company, all work is done at client offices

Candidates:

- Check out our website www.faulknerconsultinggroup.com
- Compensation based on experience. We offer competitive health and dental benefits, professional development reimbursement, 401K match, and paid time off.
- All candidates will be asked to produce a writing sample.
- All candidates will be asked to provide examples of design or layout work.

The Faulkner Consulting Group has extensive expertise in the health insurance industry, including commercial and Medicaid benefit design, business model creation, market and financial structure analysis, and implementation of federal healthcare reform.

We bring an analytical perspective to health insurance issues with an emphasis on data-driven decision-making. Our extensive knowledge of recent health care trends makes us an invaluable resource to our clients. We have over 15 years of experience helping clients with business planning, financial modeling, project management, facilitation and basic research and analysis.

Faulkner Consulting Group is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, gender, sexual orientation, gender identity or expression, religion, national origin, marital status, age, disability, veteran status, genetic information, or any other protected status.