



Brand Manager

Faulkner Consulting Group is looking to hire a **Brand Manager** to join our consulting team at HealthSource RI, Rhode Island's health insurance exchange. The **Brand Manager** will utilize their 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 customer engagement. The **Brand Manager** will work closely with the Director of Communications and will collaborate with other departments to ensure that the HSRI brand, image and values are promoted. The **Brand Manager** will also be responsible for creating and designing promotional assets to drive the desired HSRI message.

Key responsibilities:

- Work closely with the team to develop internal and external communication plans, and brand strategy
- Point-person for developing, implementing and executing marketing initiatives and activities including campaign (print, radio, web, social media, outdoor, etc.), community events, and sponsorships.
- Manage drafting, scheduling and analysis for all internal and external communication channels, including social media, customer emails etc.
- Collaborate with creative vendor and the communications team to build and analyze marketing & outreach campaigns and initiatives.
- Produce unique designs, graphic elements, written content, informational graphics, and illustrations for print, online (digital and social), CRM (email and direct mail), outdoor and collateral campaigns, and internal/external presentations that adhere to branding standards for HealthSource RI.
- Help facilitate presentations internally and externally including, virtual info sessions, community partner meetings etc.
- Brainstorm, develop and implement marketing strategies with the team.
- 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) required
- Skilled at Microsoft Office software on a Mac
- Experience with social media platforms, knowledge of Hootsuite or other similar platforms
- Strong communication and 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

Faulkner Consulting Group www.faulknerconsultinggroup.com

Faulkner Consulting Group (FCG) is an experienced health policy consulting firm focused on the intersection of public and private programs. FCG has expertise in health care payment and delivery system models, including national and local health policy trends, federal and state health program design and state regulatory policy.

Work Environment

FCG is a virtual company, all work is done at client offices, in a professional office environment. Due to Covid, all Faulkner employees are currently working virtually from home. We are planning for a return to hybrid work, 2 days per week, at our client site in Providence, RI.

Candidates:

- Check out our website www.faulknerconsultinggroup.com
- Compensation based on experience. We offer competitive health and dental benefits, professional development reimbursement, 401K match, flexible spending account and paid time off.

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.