



Associate Brand Manager

Faulkner Consulting Group is looking to hire an **Associate Brand Manager** to join our consulting team at HealthSource RI (HSRI), Rhode Island's health insurance exchange. The **Associate Brand Manager** is a key part of the HSRI Marketing and Communications team working closely with and reporting directly to the HSRI Communications Director. The successful candidate 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 conversations. The **Associate Brand Manager** will collaborate with other departments to ensure that the HSRI's brand, image and values are promoted and will be responsible for creating and designing promotional activities to drive the desired HSRI message.

Responsibilities:

- Produce unique designs, graphic elements, written content, informational graphics, and illustrations for print, online (digital and social), CRM (email and direct mail), and other collateral campaigns, and internal/external presentations that adhere to branding standards of HSRI.
- Craft public facing customer communication pieces including email and texts
- Create and execute a communication plan on platforms such as Mailchimp, Trumpia etc.
- Collaborate with team and creative vendor on developing, implementing and executing marketing initiatives including stand-alone ads and campaigns (print, radio, web, social, outdoor, etc.), community events and sponsorships.
- Manage drafting, scheduling and analysis for outbound customer communication channels, including emails, text messaging, coordinating outbound calling with contact center, etc.
- Create the layout and adapt/update content for a new bilingual brochure to promote each of HSRI's enrollment periods and its small business program, approximately 3 per year.
- Lead planning and coordination of 1-3 annual multi-day photo/video shoots.
- Website design and ongoing maintenance.
- Work with the team to publicize and facilitate HSRI's meetings and events.
- Create PowerPoint presentations with content for external and internal audiences.
- Engage with the community through in-person and virtual events including tabling and leading presentations.
- Lead creative direction, production and editing of videos and other multimedia material to promote the brand.
- 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.

- 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.

Qualifications:

- Bachelor's degree in marketing or related field
- 3-5 years of work experience, internship work experience accepted
- Possess exceptional creativity, organizational skills and a meticulous attention to detail
- Interest in health policy and desire to learn about state human services landscape.
- Strong writing and communication skills.
- Skilled with Microsoft Office on a Mac.
- Self-motivated, able to work independently and as part of a team.
- Organizational skills, with strong attention to detail and follow-through.
- Skilled use of Adobe Creative Suite including InDesign, Illustrator, PhotoShop; Canva familiarity a plus
- Experience with social media platforms for business (Meta, X, aggregators like Hootsuite etc.).
- Experience with a WordPress web environment a plus.
- 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 a plus
- Familiarity with health insurance or the healthcare industry a plus
- Fluency in Spanish or another second language commonly spoken in Rhode Island a plus

Work Environment

The Associate Brand Manager will be employed by FCG as part of our team at HealthSource RI (HSRI), the state's marketplace for health insurance coverage. This position will work a minimum of Tuesdays and Wednesdays at the HSRI offices in Providence and the balance virtually from home. The incumbent must maintain normal and consistent full-time work hours, Monday – Friday.

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 works with payers and providers to tackle health care policy projects with a fundamental commitment to client partnership. We work side by side with our clients to ensure that our policy analyses and guidance fit within the clients' business models and capacity. We bring an analytical perspective to health policy issues with an emphasis on data-driven decision making.

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.