

## Digital Marketing Manager

### **DESCRIPTION:**

Are you ready to start fresh? Do you have at least three years proven success working in the digital marketing world?

Are you passionate about the ever-changing world of digital marketing and digging in to figure out how to reach and engage more people? Are you interested in marketing a product that helps people save on their healthcare? Are you a customer-loving, fun self-starter?

If you said yes to those questions, you might be the perfect freshbenies Digital Marketing Manager. This opportunity provides both strategy and tactical execution on all marketing activities for freshbenies and Benefit Brainstorm products (bundles of telehealth, advocacy and other non-insurance benefits). The focus will be to develop, execute, maintain, track and optimize digital marketing activities across all channels. This person must develop a great understanding of all the benefits and processes within our company to assist our current and future clients at the highest level of service.

The freshbenies corporate culture could be described as fun, casual and innovative. But make no mistake, we are a professional and hard working team and the bar is set very high. We are growing rapidly and need a trusted partner to help us reach the next level. The Digital Marketing Manager reports to the Digital Marketing Director and works directly with the freshbenies Co-Founder & COO.

### **RESPONSIBILITIES:**

Work in tandem with the team to implement, track and optimize our digital marketing campaigns across all channels. Then repeat this until market domination is achieved!

- Plan, execute, maintain, track and/or optimize the following...
  - Monthly member email campaigns
  - Company websites
  - Analytics and KPIs for all websites and programs
  - Member app and portals
  - Artificial Intelligence Assistant
  - SEO and key words
  - Landing pages
  - Paid search
- Contribute to strategic leadership of overall company marketing
- Collaborate with vendor partners
- Evaluate emerging technologies and ideas. Provide strategic leadership and perspective for adoption where appropriate

## **NECESSARY SKILLS & EXPERIENCE:**

### **Desired Skills & Experience:**

- College degree. Marketing/Digital Marketing degree or advanced degree is even better.
- An experienced digital marketer who can hit the ground running (3+ years of experience).
- Demonstrable experience successfully leading and managing items listed above under “Responsibilities.”
- Critical thinker who has demonstrated the ability to “see around corners.”
- Up-to-date with the latest trends and best practices in online marketing and measurement.
- Demonstrated ability to plan, organize and prioritize multiple projects in order to consistently meet deadlines.
- Budgeting that includes forecasting needs, preparing an annual plan, scheduling expenditures, analyzing variances and initiating corrective action.
- Experience identifying target audiences and devising marketing campaigns that engage, inform and convert.
- Knowledge of project management for IT/systems development is a plus.

### **Personal Traits:**

- Passionate! Nimble. Listener. Learner. Accurate. Teacher. Consultant. Authority. Trustworthy. Creative. Positive. Smart. Energetic. Conscientious. Proactive. Competitive. Professional. Servant-Leader.
- Excellent written and verbal communication.
- Attention to detail with accuracy.
- Able to work under pressure and assimilate large quantities of information quickly without sacrificing quality and detail - while meeting multiple deadlines.
- Extraordinary time management, organizational and follow-through skills.
- Proven remote worker. Able to work independently while also contributing to team environment.
- Willing to be part of a small team, which sometimes means stepping up to help on a variety of responsibilities, as needed.

### **Additional Qualifications:**

- The right candidate can live anywhere in the US.
- Must be a master of today’s technology - intermediate to expert-level knowledge of Word, Excel and PowerPoint. Mastery of Apple products, Google Analytics, Salesforce CRM, and/or Hubspot is even better.
- Exceptional writing ability (business correspondence, articles, reports). A writer with published works (articles, e-book, white paper or blog) is even better.
- Outstanding communication skills and the ability to present complex topics in a simple way.
- Need to be able & willing to meet the physical / emotional demands of the job:
  - Travel, as needed
  - Sit for extended periods of time
  - Talk and hear, both in person and by telephone
  - Perform work at a computer for 6-8 hours
  - Function in an environment with constant interruptions

## **COMPENSATION:**

A competitive salary (and a freshbenies membership!)

## **HOW TO APPLY:**

Submit your LinkedIn profile and resume to [heidi@freshbenies.com](mailto:heidi@freshbenies.com)