

DIRECTOR, DIGITAL MARKETING – FULL-TIME

Are you in the Marketing field looking for a position with a growing company? Do you enjoy & have experience leading the marketing approach for a B2B software-as-a-service solution? Are you creative, dependable and detail oriented? If your answer is “yes” to these questions, please send us your resume!

Benefit Allocation Systems is looking for a **Director of Digital Marketing**. The **Director of Digital Marketing** is a member of the Management Team responsible for executing and making decisions regarding strategic advertisement campaigns.

If you join our team, BAS will support you with excellent benefits including fully-paid health insurance, flexible spending accounts, a 401(k) plan with a fully-vested matching contribution, generous PTO, time off for all federal holidays, and employer-provided life and disability coverage.

We'll support you with **leading technologies** for your laptop, phone and other mission-critical equipment to ensure uptime and eliminate the frustrations that are commonly associated with employers not providing the best-of-the-best employee support. And of course, we'll support you with awesome coworkers.

This position is hybrid and will require some in-office work (as needed) in our King of Prussia office. BAS' standard work hours are Monday – Friday, 8:30 am to 5:00 pm.

BAS requires employees to be fully vaccinated. Full vaccination is considered to occur two weeks after the J&J vaccine or the second dose of the Pfizer/Moderna vaccine. You must be able to meet these requirements to be considered a qualified candidate for the position. You will have to provide BAS a copy of your vaccine card or doctor record showing full vaccination on the first day of employment.

About BAS

BAS develops and supports one of the nation's leading Software as a Service employee benefit administrative solutions for employers called MyEnroll³⁶⁰. MyEnroll³⁶⁰ provides clients with a private, secure online system for their employees' benefit plan enrollment and administration. Clients use MyEnroll³⁶⁰ to communicate with BAS so BAS can provide administrative services for employer-provided insurance benefits.

Main Duties and Responsibilities:

The Director of Digital Marketing is responsible for creating, strategizing, leading, and executing B2B advertising and marketing campaigns for the company. The position will

- Develop marketing strategies to communicate with prospects and clients
- Develop campaigns for promoting Company solutions to prospects and current clients
- Manage inside marketing/graphics personnel
- Analyze marketing results and adjust Company marketing strategies & campaigns appropriately
- Review current marketing trends and advertisements to determine the effectiveness of different styles and strategies
- Analyze sales numbers in comparison to the marketing budget to determine profit margin and which campaigns are most effective

- Research competitors to stay current with similar products and services in the market
- Work with the sales and marketing departments to develop successful strategies and campaigns to attract new customers and upsell current clients
- Manage marketing efforts through industry associations
- Collaborate with Company leadership to make high-level decisions regarding budget and the direction of the Company
- Create and maintain a successful brand and image that attracts customers to the Company and MyEnroll360 service
- Write and develop marketing materials
- Develop and maintain a broad market understanding of the latest products, pricing changes and corporate news within the human resources and employee benefits industry.
- Manage website enhancements, social media presence, and enhance market exposure.
- Manage CRM system

Characteristics

- Patient & friendly
- Attention to detail
- Highly organized
- Flexible
- Calm under pressure
- Multi-tasker
- Quick learner
- Good listener
- Positive demeanor
- Independent worker

Skills and Qualifications

- Sense of urgency for goal achievement with working on simultaneous projects in a multi-task, fast-paced environment
- Results focused
- Innovative and creative problem solving ability
- Excellent rapport and relationship building
- Able to engage commitment of others
- Action-oriented decision-making
- Confident and enthusiastic
- Able to call others to action and collaborate while focused on results
- Directive leadership to assure business results
- Accountability for results
- Excellent time management, organizational and follow-through skills
- Proven ability to respond quickly
- Ability to maintain confidentiality, treat others with respect and uphold Company values

Requirements

- Bachelor's degree in Business, Marketing or related field required; Master's degree is a plus
- At least five plus years of experience in Marketing leadership in B2B, preferably marketing business software solutions

- Proficiency in UX/UI Design, Video creation/editing, Creative Suite, Adobe, Google Analytics, AdWords, Photoshop & Illustrator desired
- Off-hours availability as needed
- Sit/Stand in front of a computer for extended periods of time
- Private/secure remote work capability
- Maintain utmost confidentiality and privacy as required by regulations and company policy
- Punctual & professional behavior

Benefit Allocation Systems, LLC is an Affirmative Action and Equal Opportunity Employer/Veterans/Disabled. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, or protected veteran status and will not be discriminated against on the basis of disability. For questions, please contact the BAS Affirmative Action Officer at 800-945-5513.