



Acquisition Marketing Manager

Company Overview

Compassion Society Benefits, Inc. is a Louisiana-based insurance-tech intermediary start-up that develops, markets, and distributes innovative 21st Century work-life balance solutions and promotes health and wellness through sustainable living. We facilitate the placement and purchase of workplace benefits, and provide value added services as well as products to insurance companies and consumers that complement the insurance placement process. We are committed to a positive, diverse, and inclusive work culture.

Summary

The **Acquisition Marketing Manager** is responsible for planning both product and corporate marketing campaigns, including lead generation, crafting outstanding content, and driving engagement with our community of users. This position requires an enthusiastic, innovative, and tech-savvy person who understands customer behavior in the digital world and who can play in this space to attract customers using data analytics. As an Acquisition Marketing Manager, you will be a self-starter who is quick to adjust in a fast-paced and ever-changing environment, and able to think big while paying careful attention to detail. The ideal candidate will be passionate about contributing to the marketing and communications flow of acquiring and engaging with new and existing customers. You will also help shape how companies and people connect with Compassion Society Benefits. The position reports to, and is mentored by, the **Brand Strategist**.

In this career adventure, you will also participate in several other exciting business activities including utilizing proven marketing systems to reach potential customers for our products; corresponding with customers; and obtaining insurance credentials(s) and staying aware of evolving industry and product changes.

Essential Functions

Digital Marketing and Customer Acquisition

- Create effective digital and tech-savvy communication strategies for our company
- Review data analytics to translate into strategic insights that guide campaign development
- Coordinate digital customer acquisition campaigns that lead to sales conversions
- Drive customer engagement and interactions to inform business decisions
- Implement and manage company tech-stack needs
- Develop, implement and manage a digital sales automation process that supports sales pipeline generation
- Perform lead segmentation with back-end data to support lead conversion strategies
- Collaborate with senior management and sales team to implement target reach and goal setting
- Manage the website visitor engagement automation process
- Understand CSB customer journey and manage touchpoints throughout the process
- Create targeted strategies and messages that get tangible results
- Support and evaluate data analytics of digital and social media communication campaigns
- Maintain company website photo and video files

Communications, Branding and Marketing Management

- Coordinate external communication materials (news releases, proposals, etc.)

- Develop and maintain company databases (industry stakeholders, news media, etc.)
- Build long-term relationships with key influencers and stakeholders
- Generate content for company website
- Interpret and apply marketing and branding guidelines for CSB and its affiliates
- Adhere to CSB and its affiliates marketing and branding compliance requirements
- Work with the Brand Strategist and team to ensure timely and relevant ad submissions for advertisements
- Proofread and revise online and print communication collateral
- Lead and support the planning and execution of events, seminars and news conferences
- Work with the senior management team to determine event promotion strategies
- Manage media inquiries and arrange interviews, statements etc.
- Coordinate conference, tradeshow and press interview logistics from inception to implementation
- Work closely with brand strategies unit and communicate with media regularly

Adheres to and promotes corporate culture mandates

- Creates a culture of success that promotes customer-centric and industry specific marketing and communication strategies
- Promotes a healthy company culture which provides an environment that supports strategic customer engagement through creative and innovative marketing and communications campaigns.
- Maintains and reinforces corporate culture as an important aspect of the competitive advantage for the business
- Builds a diverse network that reflects the marketplace, lives to our values, and inspires teamwork through effective leadership

Work Environment

- Innovative and fast-growing start-up organization
- Work-life balance encouraged
- Collaborative and supportive team-based activities

Minimum Qualifications / Knowledge, Skills & Abilities

- Bachelor's degree or higher in associated discipline* 5+ years demonstrable experience in an online marketing field
- Building marketing programs and executing campaigns that drive awareness of our product
- Building end-to-end marketing programs for strategic business segments, including targeting and segmentation, planning, execution, reporting, and optimization
- Experimenting within emerging and existing marketing channels, including an experimentation roadmap to drive long-term tech solutions supporting brand and product discoverability
- Reporting of key content and marketing metrics to the leadership team and broader organization.
- Driving annual goals, objectives, and budgets for key segments - building discipline around tracking progress, customer feedback, and iterating to improve performance.
- Managing multiple projects at the same time; consistently making progress and delivering results
- Optimizing against key metrics including CTR, new customers, revenue lift, and engagement

Basic Qualifications

- Experience in creating and analyzing marketing campaigns
- Experience in building lead generation systems to increase revenue
- Experience in building online customer journey process
- Experience managing a budget and optimizing marketing campaigns for the highest ROI
- Experience developing written documents in a professional setting
- Experience using MS Office and SharePoint

- Demonstrated data-driven decision making using data metrics/quantitative analysis skills.
- Basic SQL (Structure Query Language) skills
- Experience with Content Management Systems and editing basic HTML/XML.
- Experience and knowledge in copywriting, proofreading and editing
- Excellent portfolio with proven track record of successful project management examples
- Strong Presentation Skills
- Excellent communication skills both written and verbal
- Desire to continually learn new products and services
- Desire to be active in the community
- Hands-on experience with social media platforms e.g., messaging and marketing
- Experienced in digital media including e-newsletters, webinars and virtual meetings e.g. Zoom
- Knowledge of SEO and analytics
- Photo and video-editing skills
- Knowledge of Adobe Suite programs
- Willingness to learn a new industry
- Willingness to travel when necessary

How to apply

If you are interested in applying for this position, please email a cover letter, resume and salary requirements to Zakenya Neely, Executive Vice President of Operations via email at zneely@compassionbenefits.com by December 30, 2020. Please include Acquisition Marketing Manager Position in the subject line when emailing your professional resume.