



Title: Marketing Content/Campaign Manager

Reports to: Chief Engagement Officer

Location: Scottsdale, AZ (Local Applicants Only)

Organization

Genius Avenue, located in Scottsdale, AZ, is an established benefits industry technology BPO that offers a unique solution to benefits providers, insurance carriers and agents/brokers in the benefits space—an advanced infrastructure for enrolling, administrating and engaging consumers on behalf of the client.

With this infrastructure, we are transforming the way benefit providers, insurance carriers, and program managers launch and administer their products and services. Our proprietary technology and administrative services are rooted in the insurance industry and have grown to become the most flexible in the industry. As your outsource partner, we minimize the complexities of benefits administration while providing the infrastructure to effectively engage your customers. Genius Avenue helps you quickly enter new markets and ultimately gain a significant competitive advantage by increasing customer lifetime value.

Genius Avenue is engaged by benefit companies (“the client”) to engage their consumers after (and just before) enrollment, to build loyalty, referrals, satisfaction and ultimately re-enrollment rates. Our consumer engagement program is based primarily on monthly email-based nurture campaigns with highly interactive, visual and engaging content. Additionally, we provide business intelligence to the client. The Marketing Content/Campaign Manager will work with the client services managers to manage the client relationship from the beginning and manage the development of content as well as the campaign itself. This individual will also work directly with our engagement and business intelligence teams. The Marketing Content/Campaign Manager must work well in a team setting and have excellent organizational, prioritization, communication, and time management skills. S/he is part of the Marketing and Engagement team and reports to the Chief Engagement Officer.

Responsibilities

- Accountable for client content marketing initiatives to drive engagement and customer retention
- Accountable for managing our roll-out of business intelligence dashboards – in collaboration with Business Intelligence team
- Collaborates across functions and silos to manage the creation of and deliver an effective content marketing strategy and editorial plan to met the business objectives for the client
- Manage the creation of content with internal and external team members – contribute to content production
- Act as customer service/campaign manager, interfacing with the client from campaign scoping to production, execution, and evaluation
- Editorial requirements include basic SEO understanding, content categorization and structure, content development, distribution and measurement. Development of editorial governance so content is consistent with client brand voice, style and tone.
- Editorial calendar and organization workflows must be developed and managed

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- Channel management of digital content hubs and all supporting social channels including email / newsletter distribution. This person must understand the basic best practices of the main social media channels, which content and approaches work on each and why
- Measurement and optimization of the program will be required on a regular and ongoing basis
- Coordinate creative resources including designers, writers, and other agency personnel
- Integration of content programs with brand campaigns to drive client objectives
- Executive presentations on the program approaches and results will be required

Skillsets Required

- BA/BS in relevant field (Marketing, Journalism, etc.)
- 3-5 years of experience creating content for the web, email and social media and growing consumer retention and engagement
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results
- Editorial mindset that seeks to understand what audiences consume and how to create it
- Ability to analyze and present content and social performance
- Experience with Wordpress, Google analytics, Slideshare, and the top social channels
- Excellent writing skills
- Creative skills
- Strong organizational skills and the ability to prioritize effectively, must be able to perform a variety of tasks and assignments without sacrificing quality of work

Benefits Include

- Competitive compensation program
- Group medical/dental insurance
- Life insurance
- Disability insurance
- Holidays
- Paid time off

Genius Avenue is an Equal Opportunity Employer.