

Marketing/Media Manager

Do you have the drive to revolutionize sales operations with marketing, social media, and innovative approaches? Do you have sales operations experience and you're ready expand your expertise? Are you confident, disciplined, organized, and committed to reaching your goals?

Then, you'll really enjoy working with us! We'll take your development seriously and provide support to bring you to the next level in your sales operations career and professional development.

Benefit Allocation Systems is looking for a **Marketing/Media Manager**. The **Marketing/Media Manager** is responsible for developing, managing, and supporting the sales process while working hand in hand with the marketing and business development aspects of the business. The Marketing Strategist will develop sales processes, introduce marketing & sales automation tools, maximize the use of our CRM, and develop marketing & sales strategies. The **Marketing/Media Manager** will continuously research industry trends to stay on top of the next big thing and be sure BAS is ready to take on the challenge!

BAS will support you with **great working conditions** like our free breakfast and fruit program, short break exercise bikes in our office and our ongoing lunchtime light-yoga & stretching programs.

We'll support you with **a brand-new laptop, electric height adjustable desk, state of the art phone system and other tools of the trade**.

We'll support you with **leading technologies** for your laptop, phone system and other mission-critical equipment to ensure uptime and eliminate frustration commonly associated with employers not providing the best-of-the-best employee support. And of course, we'll support you with our 401(k) with fully-vested matching contribution, generous PTO policy and awesome coworkers.

This position is located in King of Prussia, PA

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. MyEnroll360 allows employees to self-service all aspects of learning about and managing their employer provided insurance benefits.

Main Duties and Responsibilities of the Marketing/Media Manager:

- Develop the sales process by supporting the design, direction, and implementation of sales and marketing efforts
- Conduct research on appropriate strategies for increasing sales and customer base
- Maximize the value of CRM by analyzing and managing capabilities and tools to ensure data-driven results that lead to fact-based business decisions
- Support the recruitment of marketing staff
- Develop and deliver routine metrics and reports
- Work with social media platforms to expand the sales process
- Create and execute an innovative sales process
- Act as the intermediary between marketing and account management teams
- Increase the velocity of the sales process and introduce sales automation tools where appropriate
- Identify the most crucial technologies needed to support marketing strategies as appropriate
- Analyze sales data to aid with company forecasting and to identify areas of opportunity reports
- Continuously research and remain knowledgeable of industry trends and competition

Characteristics

- Dynamic personality
- Engaging speaker
- Attention to Detail
- Organized
- Flexible
- Calm Under Pressure
- Multi-Tasker
- Quick Learner
- Good Listener
- Positive Demeanor
- Follows Directions

Skills

- Exceptional attention to detail
- Analytical thinker
- Problem solver
- Excellent computer skills
- Excellent writing skills
- Strong business telephone skills
- Strong presentation skills
- Advanced knowledge of Word®
- Unparalleled Excel® skills
- Experience with CRM (HubSpot)
- Efficient time management
- Highly organized
- Operate multiple computer applications & windows
- Balance quality with performance

Requirements

- BS degree
- 1-2 years of sales experience
- Sit/Stand in front of a computer for extended periods of time
- Maintain 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.