

## Job Overview

Are you currently working in a product launch or other marketing position? Do you like helping companies advance the release of new products and want to be part of an awesome organization? Then, you'll really enjoy working with us!

Benefit Allocation Systems is looking for a **Product Launch Specialist** responsible for bringing new products to market, social media initiatives, and business event planning. In this role, you will manage new products throughout the development and implementation lifecycle, gather and prioritize product and customer insights, develop social content strategies, draft powerful marketing copy, and assist with corporate and client events. You will work closely with clients and cross-functional coworkers to ensure product and marketing efforts support the company's overall strategy and goals.

We think you'll find working at BAS as our Product Launch Specialist much different than any other marketing position. You will be the voice of BAS to our clients, prospective clients and social media platforms.

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 matching contribution, generous PTO policy and awesome coworkers.

This position is located in King of Prussia, PA or Tucson, AZ

## About BAS

BAS develops and supports one of the nation's leading Software as a Service solutions for employers called MyEnroll.com.

MyEnroll provides clients with a private, secure online system for their employees benefit plan enrollment and administration. MyEnroll allows employees to self-service all of the aspects of learning about and managing their employer provided insurance benefits.

## Main Duties and Responsibilities:

- Manage BAS' social media presence and coordinate with in-house graphic design team to develop social media campaigns that are aligned with the company's brand guidelines
- Manage existing product portfolio and develop and launch new product lines
- Direct the full launch and maintenance of new products
- Market new products to existing clients
- Create and distribute marketing materials through social media outlets
- Drive internal training on new programs and platforms
- Lead and coordinate cross-functional teams within BAS
- Understand the competitive landscape by performing market research to keep current on market-specific trends and to ensure successful execution of product and marketing initiatives
- Help Marketing Manager organize and support meetings, roadshows, seminars, trainings, and other company activities

### **Characteristics**

- Patient & Friendly
- Attention to Detail
- Organized
- Flexible
- Calm Under Pressure
- Multi-Tasker
- Quick Learner
- Good Listener
- Self-Starter

### **Skills**

- Advanced Computer Skills
- Advanced Writing Skills
- Advanced Business Telephone Skills
- Advanced Word® & Excel® Skills
- Excellent Time Management
- Intermediate Social Platform Knowledge
- Hubspot experience preferred
- Balance quality with performance

### **Requirements**

- Bachelor's degree
- Product development experience
- Strong knowledge of social media marketing tactics and strategies
- Excellent creative writing and oral communication skills
- Experience with social media (Twitter, Facebook, Instagram, LinkedIn) Maintain confidentiality and privacy as required by regulations and company policy Potential for light travel

Benefit Allocation Systems, LLC is an Affirmative Action and Equal Opportunity Employer M/F/D/V. BAS will not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law. For questions, please contact the BAS Affirmative Action Officer at 1-800-945-5513.