

Job Description

Job Title: Marketing Specialist
Reports to: Marketing Manager
Location: Houston, TX Office (FFC) - Remote

Position Description:

As a key member of the Marketing team, the Marketing Specialist will be responsible for creating and maintaining open enrollment templates including emails, fliers, posters, postcards, and booklets. Supporting our digital Employee Benefit Center (EBC) including new plan year setup, cloning, and maintaining templates. Will utilize marketing and promotional channels, including media platforms, company website, email campaigns and other tools. Survey customization and reporting. Assist regional sales branches with printing promotional materials and ordering promotional items. This is not a comprehensive list of duties as the duties may change depending on business needs.

Qualifications:

- Bachelor's Degree in Marketing or Communications preferred.
- Three (3) to five (5) years of experience in marketing, sales, communication, advertising, or digital marketing experience
- Two (2) years of experience with Adobe Creative Suite (Adobe Illustrator, Adobe InDesign, Adobe Photoshop)
- One (1) year of experience with HubSpot Marketer
- Strong oral/written communication skills, copy editing, excellent online and personal communication expertise, as well as efficiency in multi-tasking, a high degree of organization and ability to prioritize.
- Proficient between Mac and PC platforms, including Microsoft Office and WordPress
- Bilingual (English/Spanish) preferred
- Knowledge of branding and use of style guides
- Familiarity with AP Style

Must be able to obtain and maintain security clearances and successfully complete a thorough background check.

EQUAL OPPORTUNITY EMPLOYER