

ASSISTANT/ASSOCIATE DIRECTOR OF MARKETING

JOB DESCRIPTION

The Assistant/Associate Director of Marketing will report to the Vice President of Marketing and Membership and work collaboratively with other senior staff at Emeriti Retirement Health Solutions. He /she will be an integral member of the marketing team and will play a key role in expanding institutional membership in the Emeriti Consortium. He/she will be engaged in all facets of the Marketing and Sales Plan, and will also work closely with the Senior Advisors, a dedicated cadre of higher education executives who support the marketing function on a national basis.

DUTIES AND RESPONSIBILITIES

- achieve annual sales goals for new member institutions
- proactively reach out to targeted prospects and engage them in all phases of the sales evaluation process
- conduct campus visits with institutional administrators and committees
- develop and execute operating plans for top prospects
- review prospective funding and transition funding analyses with prospects
- assist adopting institutions with plan election decisions and funding considerations
- work closely with senior advisors in assigned marketing territories
- conduct on-campus workshops and prepare presentation proposals for sales meetings
- report quarterly on progress in the completion of goals and objectives
- attend higher education association meetings and conferences and develop relationships with association professional staff and leaders
- assist in the development and execution of the annual Marketing and Sales Plan
- develop supplemental marketing campaigns using prospect database and other leads
- act as liaison with Emeriti's key business partners at Fidelity and Aetna on joint marketing plans
- assist in the promotion of the Emeriti Program in various media
- other duties as assigned

JOB REQUIREMENTS

The successful candidate must have excellent written, verbal, and presentation skills, excellent relationship management and business development skills, and demonstrated proficiency in standard computer software program, experience with prospect databases, and openness to emerging multimedia platforms. The candidate should be a highly organized self-starter, capable of managing multiple priorities and demonstrating flexibility in the work schedule. Extensive travel is required. The ideal candidate would have experience working with institutional prospects, preferably with senior administrators at higher education institutions and other non-profit organizations, and a proven track record in business expansion. The level of the position will depend on background and experience in direct marketing and sales as well as knowledge in the areas of health insurance, retirement planning, and financial services. The candidate must have the ability to attain an in-depth technical knowledge about the Emeriti Program and the compliance requirements of the health insurance and financial services industries. The candidate should have at least a bachelor's degree and clearly demonstrate increasing professional growth through advanced education and/or progressive responsibility in recent job assignments.

Inquiries should be sent to Emeriti Retirement Health Solutions, 103 Executive Drive, New Windsor, NY 12553 or swajda@emeritihealth.org