



BENEFIT CONCEPTS, INC. JOB POSTING

COMMUNICATIONS COORDINATOR

Reports to: President / Director of Marketing

Position Summary/Objective

The Communications Coordinator is responsible for telling the Benefit Concepts, Inc. (BCI) story across all channels including print and digital media. Success for this position includes a measurable increase in BCI's brand awareness, engagement and loyalty.

Primary Objectives

- Expand current communications strategy
- Update website, newsletters, and social media channels on a weekly basis
- Keep projects updated and communicate daily with Director of Marketing

Essential Functions

- **Written Content**
 - Create, edit, and supervise all written content (newsletters, web pages, campaigns, etc.)
 - Ensure quality and consistent writing
 - Generate content for specific campaigns
 - Oversee monthly blogs to be posted to website
- **Social Media**
 - Oversee all social media platforms
 - Ensure consistent posts on all platforms
 - Develop a content calendar for scheduling posts
- **Graphic Design/Photography/Videography**
 - Ensure timely and consistent graphic design is completed
 - Match designs to BCI's brand

- **Website**

- Keep website updated
- Upload new pictures, videos, blogs to website

- **Newsletters**

- Write/manage all monthly newsletters
- Keep a consistent schedule of sending newsletters

- **Analyze Campaigns**

- Keep track of all marketing metrics (newsletter, website, and social media)
- Adapt campaigns/marketing channels as needed based on metrics

- **Events**

- Assist in the production of BCI's annual events (symposium and golf tournament)
- Oversee monthly events, including, lunch-and-learns, speaking engagements, and more

Primary Objectives

- Broad knowledge and experience in content writing
- Skilled in Adobe platforms (Photoshop, Illustrator, InDesign, Acrobat)
- Excellent skills in developing marketing/advertising campaigns
- Experience with Google Analytics
- Ability to create, send, and analyze newsletter platforms
- Constantly stays current with marketing trends
- Familiarity with various social media platforms

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