

## Marketing/ Communications Specialist (Full-time or Part-Time)

**Mindshare Group** is a growing Employee Benefits firm in **Pleasanton**, delivering expert consulting, efficient administration and personalized services to small and mid-sized companies, non-profit organizations, individuals, and seniors throughout the Bay Area.

We are seeking a smart, energetic, creative, and detail-oriented person to join our company to expand our presence and help us grow.

### **Our Core Values:**

Integrity, Responsiveness, Dedication, Empathy, and Balance.

### **Our Mission:**

To help EMPLOYERS succeed by maximizing value, containing costs and streamlining the administration of their health benefits programs – *and* – to help INDIVIDUALS optimize their health benefits through effective education, guidance and advocacy.

### **Job Objectives/ Responsibilities:**

The Marketing/ Communications Specialist will be responsible for a wide range of outbound marketing activities, as well as various communication functions for existing clients, including:

- Assist in the development and execution of our online marketing strategy for business development and lead generation
- Assist in developing and implementing our PR strategy
- Compile & deliver relevant communications via newsletters, email blasts, social media
- Manage website content and design, working with web designer
- Work closely with our internal team to facilitate timely, productive communications to inform & educate clients, including time sensitive compliance updates
- Manage the quality control and production of employee benefits materials
- Assist in the creation of marketing and sales presentations and proposals
- Develop systems & best practices for timely, accurate, automated communications to clients and client employees

### **Qualifications:**

- B.A./B.S in Communication, Journalism, Media, Business, Marketing, or related field
- Passionate, intelligent & positive person with the desire to learn, contribute and succeed
- Proven document design and formatting experience, especially using Microsoft Office and Adobe tools
- Excellent verbal and written communication abilities
- Self-starter with ability to manage multiple priorities and tasks
- Strong team player to work with all staff members, partners and clients

### **Benefits:**

- Flexible work schedule
- Competitive compensation, including annual profit sharing

- Medical, Dental & Vision coverage
- 401K Retirement Plan with matching company contributions
- Paid Holidays
- Paid Time Off (Vacation/ Sick Leave)

**To apply:**

Email resume and cover letter to link provided by this Website.