



DIRECTOR OF MARKETING, ACCOUNT EXECUTIVE

Direct ASIFlex and ASI COBRA marketing

- **Manage Request for Proposal (RFP) process**
- **Communications**

ROLE AND RESPONSIBILITIES

- **Marketing**
 - Manage Marketing email
 - Monitor daily bid subscriptions to identify opportunities
 - Analyze RFP and other opportunities to identify obstacles and time sensitive actions
 - Assist with “bid – no bid” decisions
 - Respond to RFPs, engaging internal and external partners as needed
 - Manage finalist interviews including presentations and best and final offers (BAFOs)
- **Client Relationships**
 - Assist with new client implementation
 - Assist account managers with ongoing client relations as needed
 - Meet together with assigned account manager, in person or virtually with key clients annually
 - Participate in regularly scheduled client calls with account managers as needed
 - Assist with renewals as needed
 - Manage client surveys, typically through Survey Monkey
 - Prepare survey content by collaborating with client and ASI staff
 - Manage release of survey, reminders, open and close date of surveys
 - Prepare survey reports, analytics, dashboard charts
 - Communicate survey results to clients and ASI staff
 - Using survey results, identify participant educational opportunities, process improvements
 - Manage benefit fair schedule
 - Attend and/or assign staff as appropriate and in cost-effective manner
 - Identify and maintain relationships with external contractors
 - Manage print material in cost-effective manner
- **Communications**
 - Work with internal graphic artist to:
 - Develop and maintain internal employee educational material for FSAs, HSAs, HRAs, Commuter Benefits, COBRA
 - Develop and maintain external account-based plan educational materials for client use
 - Conduct webinars as needed for prospect presentations, participant meetings, client meetings
 - Coordinate communications with clients
 - Monitor website content to ensure accurate and current information is posted
 - Publish client newsletter monthly
 - Identify timely topics related to ASI products and services
 - Create newsletter and edit

Qualifications

We are looking for someone who:

- has experience responding to RFPs,
- has sales and or marketing experience, and
- has experience with or understanding of employee benefits including account based plans and COBRA.

Necessary skills

Strong persuasive writing ability

Public speaking ability

Command of MS Office applications (Word, Excel, Power Point, Publisher, One Note, Outlook, etc.), Adobe, various video conferencing applications, etc.

Ability to travel and work unpredictable schedule including overtime, evenings, weekends, holidays

To Apply

Complete [application](#) and submit with resume to hr@asiflex.com.

Company Information

ASIFlex provides account-based administration for Flexible Spending Accounts (FSAs), Health Reimbursement Arrangements (HRAs), Health Savings Accounts (HSAs) and Parking/Transit Commuter Benefits nationwide with a strong emphasis on the public sector. ASIFlex administers more state government FSA plans than any other firm. ASI COBRA provides COBRA and direct/retiree billing solutions nationwide with a strong emphasis on the public sector. ASIFlex and ASI COBRA focused on providing exemplary customer service and leveraging technology to provide improved service delivery.

ASIFlex.com | ASICOBRA.com
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An Equal Opportunity Employer.