

Marketing Specialist

Local Government Health Insurance Board

JOB INFORMATION

This is a permanent, full-time position for the Local Government Health Insurance Board, a state agency located in Montgomery, Alabama that administers a group health insurance program covering local governmental entities throughout the state. This position will assist the Chief Operating Officer and Operations Administrators in coordinating, directing and managing program activities with the Board. An individual hired in this position may perform a wide range of administrative duties including, but not limited to, human resources/personnel, wellness program coordination and personnel development.

MINIMUM REQUIREMENT

- Bachelor's degree from an accredited four-year college or university and two years of experience in the same or comparable field/position.
- In lieu of a four-year degree, the LGHIB may consider a candidate with at least six years of job-related experience.

JOB DUTIES AND RESPONSIBILITIES

- Promote the Local Government Health Insurance Program (LGHIP) to employees, agencies, personnel officers, and payroll clerks
- Create and execute a marketing strategy to add counties and municipalities to the LGHIP
- Assist in the development and execution of marketing campaigns including digital, print, social media, and email marketing.
- Collaborate with the LGHIB team to create engaging and persuasive content for various marketing materials, such as social media posts, website content and email newsletters
- Monitor, track, and analyze marketing campaign performance metrics, generate reports, and provide actionable insights to optimize future marketing efforts
- Assist in managing social media platforms, including content scheduling, monitoring engagement, and responding to unit/member inquiries or comments
- Support the planning and execution of marketing events, such as conferences, new plan offerings and collateral preparation
- Help maintain brand consistency across all marketing materials, ensuring adherence to brand guidelines and messaging
- Work closely with leadership to ensure alignment of marketing initiative with overall business goals
- Other related services as assigned

Required Skills/ Abilities

- Excellent verbal and written communication skills
- Excellent organizational skills and attention to detail
- Excellent project management skills in coordinating tasks, setting priorities and meeting deadlines effectively
- Flexibility and a willingness to learn and adapt
- Ability to prioritize tasks
- Proficient in interpreting market trends and can analyze data to help make data driven decisions and optimize strategies for the most efficient marketing results
- Ability to act with integrity, professionalism, and confidentiality
- Proficient in graphic design, including Adobe Create Suite and Microsoft PowerPoint

The Local Government Health Insurance Board is an Equal Opportunity Employer.

Local Government Insurance Board Policy on Accepting College Coursework, Post-Secondary and Advanced Degrees

1. Specific college coursework required for a job, as well as Bachelor's, graduate, post graduate, and doctoral degrees will be accepted from the schools accredited by any of the six regional accreditation associations in the United States:

- Southern Association of Colleges and Schools (SACS)
- Middle States Association of Colleges and Schools (MSA)
- Northwest Commission on Colleges and Universities (NWCCU)
- North Central Association of Colleges and Schools – The Higher Learning Commission (NCA-HLC)
- New England Association of Schools and Colleges – Commission on Institutions of Higher Education (NEASCCIHE)
- Western Association of Schools and Colleges – Accrediting Commission for Senior Colleges and Universities (WASC-ACSCU)

2. Coursework or degrees from schools that have not been accredited by a regional accreditation association will be accepted if a regionally accredited school considers the coursework or degree to be an acceptable prerequisite for admission to an advanced degree program.

Note: This policy is subject to change.

Revised: 12/31/2021