



Marketing Communications Specialist

MidAmerica

MidAmerica is one of the nation's leading providers and administrators of retirement and other tax-advantaged benefit plans for government and education employers throughout the US. The company provides innovative employee benefit programs for over 1 million educators and other public-sector employees through 2,200 plan sponsors across the country and has assets under management exceeding \$1 billion. Originally formed in 1995, MidAmerica's core business has been providing Social Security Alternative and Special Pay programs (tax-advantaged vacation and sick pay plans for governmental employers). This core business has grown dramatically and has expanded to include other defined contribution plans, Health Reimbursement Arrangements (HRA), Flexible Spending Accounts (FSA), Trusts (for public employer-sponsored healthcare plans that keep healthcare liability off the books), independent Third-Party Administration Services (403(b) and 457(b) compliance and common remitting), and most recently, ACA Compliance Reviews. To date the company sells and distributes its products and services through a distribution network of insurance brokers that primarily sell into the public sector.

Position Overview

Reporting to the Director of Marketing of this growing financial services company, the Communications Coordinator is primarily responsible for owning internal and external communications to educate clients, empower distribution partners, inform colleagues, and position MidAmerica as a thought leader in the markets we serve. The Communication Coordinator will control the dissemination of information on behalf of the company. The Communications Coordinator will also provide support with content development, driving traffic to our website and leads to our sales funnel.

Primary Responsibilities

MidAmerica's Communications Coordinator will be primarily responsible for the following items:

- Execute the organizations internal and external communications strategy
- Create an annual external communications calendar
- Maintain our organization's social media accounts, including content creation and curation
- Measure and report on the effectiveness of communications activities
- Write and publish website, blog and email newsletter content
- Collaborate on effective corporate communication strategies
- Develop, own, and maintain a library of communications including templated presentations, client letters, newsletter content, and web content
- Develop messaging consistent with established brand
- Support sales teams and partners with impactful educational/informational communications for clients
- Continuous attention to detail in composing, editing, and proofing materials
- Assist in the communication of strategies or messaging by senior leadership
- Assist with other external and internal communications duties as needed

Skills and Qualifications

Specific Qualifications and career profiles that are essential to the position are as follows:

1. Bachelor's degree in communications or related field required
2. Minimum 2 years' experience with technical writing, editing, content marketing, or public relations
3. Excellent communication (verbal and written) and presentation skillset



4. Proficient command of English
5. Ability to write coherent copy in a range of formats, tone, and for multiple brands

Specific competencies and attributes that are important to the position include:

1. Retirement, insurance, health care industry or marketing agency experience preferred
2. Research / fact-driven approach to writing on a range of topics inclusive of B2B, Retirement, and Healthcare services
3. Solid grasp of project management principles
4. General knowledge of lead generation, social media, and SEO principles preferred
5. Familiarity with WordPress preferred
6. Drive for performance in an entrepreneurial, flexible, adaptive environment
7. Superior organizational skills, with the ability to multi-task, prioritize, and work in a team environment

Location

The position is based at the company's corporate headquarters on Harbour Island in Tampa, Florida.

Contact

Interested? Please submit resume to Human Resources at careers@myMidAmerica.com