

**Title: Retail Marketing Specialist**

Category: Marketing

Blue Cross and Blue Shield of Florida

City Jacksonville  
State FL, 32246

Type: Full Time

Job duties include but not limited to the following:

- Liaison to On-site Retail Center Managers.
- Liaison for all marketing communications requests from the Retail Center Managers. Triage creative and communications work to the Marketing Communications team.
- Assists with the dissemination of corporate marketing communications activities that will have an impact on Retail Center traffic and sales.
- Liaison for all marketing communications request from the Sales, Service and Care internal retail support areas. Triage communications work to the Marketing Communications team.
- Assists with the dissemination of corporate marketing activities that will have an impact on the capabilities delivered by sales, service and care in the retail store.
- Coordinate the day to day Marketing Communications process for Florida Blue retail centers.
- Assist end-to-end marketing communications development and implementation process. Manage use of internal and external resources and budget, resulting in the production and in-market usage of effective advertising and marketing communications.
- Support the Florida Blue team by collaborating with key decision makers from various departments responsible for communications tactics and initiatives, to ensure appropriate Florida Blue brand usage and integration of messaging.
- Implement processes for better integration, improved efficiency and lower costs.

Job Requirements:

- Bachelor's degree or equivalent experience
- 4+ years marketing experience with a consumer goods or service company
- Experience assisting with marketing communications activities with at least a \$1 million dollar tactical budget
- Experience in health, wellness, retail, events, packaging, in-store promotion and the Internet
- Experience with project and budget management
- Experience managing all facets of marketing campaigns successfully

Business Specific Criteria (preferred skills):

- Product launch experience
- Experience in stewardship of brands and brand identities

- Experience in developing multi-cultural market advertising
- Experience working in a regulated industry
- Experience with customer experience development
- Experience with event development and implementation
- Experience leading the marketing communications development and implementation processes
- Experience managing a cross-functional team in a fast-paced environment
- Experience leading and coordinating multiple clients and advertising agencies

Click here to see our Career Video: <http://www.view-career-video.com/videos/bcbsfl>

For consideration, please visit our website at [www.bcbsfl.com](http://www.bcbsfl.com) and click on the Careers link at the bottom of the page. Click on Search Career Opportunities and follow these important steps:

1. Log-in if you have an existing profile on the BCBSFL website. Otherwise, you will need to create a profile by following the steps provided on the site.
2. Search for the position by typing in the requisition ID: B1594DEC10 in the keyword search field.
3. Click on the Apply to this Job link.

Blue Cross Blue Shield of Florida is an Equal Opportunity Employer M/F/D/V.  
Business Leader Network Member