

STRENGTHS AND THE JOB SEARCH

Directions: Review each job description. Highlight or underline key words or phrases related to skills or qualities they are looking for. Next, circle any words or phrases that relate to your top 5 strengths. Lastly, answer the questions below each sample job description.

Promotional Marketing / Advertising Representative - Entry Level (Chicago, IL)

Our client, a leading Event / Promotions and Marketing firm in the local area is looking for an innovative entry level & team-oriented individual to join their team! The Promotional Marketing & Advertising Representative must enjoy working with others and will be responsible for maintaining relationships with our client's prestigious clientele!

Purpose of Position

The main focus of this position is to promote our clients brand names by developing and supporting field marketing programs. You will work closely with other Event Marketing Specialists, and corporate marketing and sales organizations to support sales activities (shows, events, campaigns, etc) and utilize your marketing expertise to help develop and execute marketing programs that will increase demand and drive revenue.

Primary Duties

- *Impacts sales results by developing, supporting and executing field marketing and segment activities.*
- *Execute Marketing campaigns and Plan Events depending on expertise.*
- *Works with various corporate/field marketing managers to determine appropriate customized programs and strategies for various market segments.*
- *Provide coordination and project management to ensure campaign success.*
- *Publicize event and work with Account Development to raise awareness and drive high levels of attendance and participation by targeted audience.*

Skills and Knowledge

- *1-2 years experience or training in marketing or sales preferred, but willing to make exceptions for the right candidate*
- *Experience in customer service or other people-oriented fields desired*
- *Exceptional organizational and project management skills*
- *Exceptional communication skills*
- *Ability to work independently and contribute in a team environment*
- *Desire to succeed*

What strengths would be most beneficial in this role?

Which of your strengths would be utilized best in this role?

Based on your strengths, what functions of this role would be challenging?

Wellmark - Health Program Analyst (Des Moines, IA)

As a Health Program Analyst, you'll support the implementation and ongoing operation of health programs, administered by Wellmark or through vendors, which include service offerings such as disease management, 24/7 nurse support and care navigation, wellness services, pregnancy care, case management, utilization management, and others. This includes defining new process, system, and procedures as well as monitoring the performance of programs, creating and maintaining documentation, and serving as a subject matter expert for daily operational program issues. The opportunities to collaborate cross-functionally to deliver solutions that align with Wellmark's strategic priorities are endless!

Skills and Knowledge

- *Bachelor's Degree or four years of equivalent experience in a healthcare, insurance or related position with exposure to project management*
- *Experience developing and working with cross functional teams & effectively establishing relationships*
- *Demonstrated and recent experience participating in or leading projects or initiatives*
- *Excellent interpersonal skills; demonstrated verbal and written communication skills including success influencing others to achieve results*
- *Demonstrated data analysis and critical thinking skills*
- *Knowledge of Health Management programs/services (e.g. Utilization Management, Case Management, Disease Management, Wellness, and Population Health)*

Primary Duties

- *Act as a business lead on key projects for H & CM and other corporate projects to ensure that new or changing business processes or technology are implemented on time. This includes working in collaboration with the BTS project manager and project team as the primary business point person and decision maker on project objectives, approach, quality, and delivery. Ensuring the business needs are captured in the project business requirements and making key decisions to support requirement definition.*
- *Maintain current documentation outlining the various vendor and internal service offerings, which includes process flows, scripts, operational calendars, community, and employer resource information, etc. as appropriate.*
- *Act as a primary point of contact for day to day operational issues or complaints with vendor services as well as facilitate the distribution of a variety of program information among various internal Wellmark departments.*
- *Maintain systems and/or databases necessary in the delivery of services and ongoing monitoring of service delivery.*
- *Analyze established metrics and outcome results to identify process improvement opportunities based on detailed data analysis in a collaborative manner with other team members. The results of the analysis as well as any process improvement opportunities will be shared with leadership.*
- *Coordinate the business resources needed for subject matter participation on assigned projects in an effort to minimize business resource use, work with department training to plan business training, and work with the project team to coordinate business resources for user acceptance testing and UAT testing process.*

What strengths would be most beneficial in this role?

Which of your strengths would be utilized best in this role?

Based on your strengths, what functions of this role would be challenging?