

Marketing Manager – Business Development Team



TPAC is seeking a **Marketing Manager** to join our growing organization at our offices in Blaine, MN. Are you passionate about dreaming, designing, and optimizing marketing strategies to bring better healthcare to people? TPAC Business Development team seeks someone who can craft effective messages for target markets and find multi-channel platforms to execute powerful, engaging marketing campaigns. A successful Marketing Manager will plan and implement marketing initiatives and ensure consistent messaging to advance TPAC's mission.

Functions

- Deliver compelling marketing messages and engage with a wide range of functional stakeholders within the campaign lifecycle, reinforcing TPAC's commitment to transparency and innovation in healthcare
- Drive the creation and execution of marketing campaigns, ensuring they are optimized for maximum engagement and impact
- Collaborate with external partners and executive leadership to create supportive messaging that drives strategic objectives
- Revise existing marketing strategies to better align with the company's mission, using market insights and customer feedback to inform decisions that drive our healthcare revolution
- Cultivate and engage in cross-departmental collaboration within TPAC to drive support and alignment for marketing measures

Preferred Qualifications

- Proven track record of developing and executing successful campaigns
- Understanding of sales processes and the ability to work closely with sales teams
- Exceptional communication and interpersonal skills, with the ability to build strong relationships
- Strategic mindset with the ability to drive innovative marketing initiatives that advance TPAC's mission.
- Experience in shaping marketing strategies that support new product launch
- Ability to manage multiple priorities effectively while maintaining clarity on ultimate objectives

About TPAC

TPAC is a Managing General Underwriting firm located in Blaine, Minnesota. In business since 1991, TPAC's mission is to change the way healthcare is financed, disclosed and delivered, both in our community and across the country. We need people who value **honesty** and transparency; people who take **ownership** and responsibility of whatever they are doing. We seek individuals who value all people and interact with **humility** and **respect**; people who love to dig deep into issues, who are **curious** and who understand life is about more than work. If you believe in TPAC's mission and share our Core Value, then we would love to talk about how we can make a positive impact together.