

Account Executive, Employee Benefits

At Brightline Dealer Advisors (BDA), we believe great client outcomes start with trusted relationships, deep expertise, and people who take ownership. As an **Employee Benefits Account Executive**, you'll serve as the primary client-facing lead for a portfolio of dealership clients, delivering proactive, consultative service across all aspects of their employee benefits programs.

This role is ideal for someone who thrives in a collaborative, high-accountability environment—where autonomy is paired with support, ideas matter, and client success is the ultimate measure of impact. You'll combine advanced knowledge of employee benefits with strong communication and organizational skills to guide clients through implementation, renewal, compliance, and ongoing service, while acting as the main liaison between clients, carriers, and vendor partners.

Key Responsibilities

- Serve as the **overall client lead** for implementation, renewals, open enrollment, and ongoing service.
- Onboard new clients by coordinating with incumbent carriers, gathering takeover information, preparing internal new business documentation, and ensuring all carrier appointment and licensing requirements are met.
- Lead the **renewal process**, including carrier negotiations and plan strategy, independently or in partnership with the VP of Operations depending on account size and complexity.
- Manage and lead the **RFP process**, including spreadsheet comparison of carrier proposals, validation of accuracy, and alignment with client objectives.
- Develop recommendations for the VP of Operations and/or Producer based on plan design, funding arrangements, and client goals.
- Prepare and present client proposals, including contribution modeling and plan design analysis (e.g., HRA impact), with team support as needed.
- Proactively support **compliance and ACA-related needs**, including affordability determinations, PCORI fee responsibility, and modeling potential A and B penalties.
- Lead open enrollment processes and conduct meetings virtually or in person.
- Understand, implement, and manage eligibility processes, supporting clients through internal resources, carrier portals, and/or enrollment platforms.
- Stay current on carrier offerings, vendor solutions, industry trends, and legislative updates.
- Consistently follow established client service workflows, engaging internal resources appropriately and escalating issues when necessary.
- Build and maintain strong working relationships with clients, carriers, partners, and internal team members.
- Support teammates and act as a backup resource as needed.

Qualifications

- 5–8 years of experience in a broker environment, Employee Benefits Account Executive role, or Human Resources benefits role.
- Advanced knowledge of medical, dental, vision, and ancillary benefit programs.
- Strong working knowledge of **ACA/ALE regulations**, including COBRA, HIPAA, Section 125, Wrap Documents, and Form 5500 requirements.
- Proficiency in Microsoft Office (Excel, Word, PowerPoint).

- Experience with Employee Navigator, HRIS platforms, and carrier EDI processes is a plus.
- Highly detail-oriented, organized, and able to manage multiple priorities with a sense of urgency.
- Strong problem solver with a service mindset and the ability to communicate clearly and confidently.
- Team-oriented professional who builds rapport, trust, and credibility with clients and colleagues alike.