



## POSITION DESCRIPTION

**POSITION TITLE:** Director of Benefits

**DEPARTMENT:** Human Resources / Total Rewards

**POSITION REPORTS TO:** Josh Lipscomb, SVP of Total Rewards

### COMPANY OVERVIEW:

Varsity Brands inspires achievement and creates memorable experiences through elevating the student experience in Sport, Spirit and Achievement. We are the recognized leader in team athletic gear, the driving force in Cheer Leading, and the most trusted name in celebrating student milestones. We partner with educators, coaches and students to build student pride, student engagement and community spirit. We work as a team and live strongly by our values.

### POSITION PURPOSE:

The Director of Benefits will report to the Senior Vice President of Total Rewards and will manage a team of 6-8 benefits employees. The position is responsible for developing and implementing comprehensive and competitive benefit programs and strategies aligned with Varsity Brands' business strategy and mission, as well as ensuring compliance with all governmental regulations.

### EDUCATION REQUIREMENTS:

Bachelor's degree

### EXPERIENCE:

The right candidate will have managed multiple years of full-cycle benefits in a multi-state environment with 2,000 plus eligible employees. We are seeking someone who has designed new plans and programs from scratch, made significant changes to existing offerings and has experience leading teams in different locations and different levels (entry level to managers). Well-being is a focus in the coming year(s) and so someone who has designed and implemented a holistic well-being program with tools, education, and even a technology platform is preferred. Experience with the following benefit plan types is expected: self-insured medical, pharmacy, FSA, HSA, dental, vision, life, disability (including voluntary coverage lines), 401(k).

### COMPETENCIES:

- **Communication:** Excellent communications and presentation skills, both written and verbal, including confidence and presence to engage effectively with senior executives. Must be a positive change agent and be able to influence at all levels as well as possess the ability to explain financial jargon to a non-financial person.

- **Critical Thinking & Business Acumen:** Superior analytical skills, strong judgment, curious around the right questions, can quickly understand where and how an organization creates value. Able to identify insights that lead organization to better understanding of opportunities or risks.
- **Ability to Work High & Low:** Think strategically, but also with the ability to roll up the sleeves to ensure commitments are delivered and processes are improved.
- **Leadership:** Have the ability to lead people through a process or change. Possess an energetic, positive can-do attitude, influence the outcome of workstreams and recognize when to take charge.
- **Influencing Skills:** Able to work cross functionally at all levels of the organization and manage / prioritize multiple tasks on tight deadlines. Strong project management, strategic communications and/or change management skills are extremely important.
- **Driven:** Thrive in a fast-paced, deadline driven, rapidly changing environment. Maintain a positive, service-oriented attitude while managing competing priorities.
- **Discretion:** Exercise sound business judgement around the sensitivity of the information you are privy to and maintain the utmost confidentiality and discretion in business relationships.

#### **PRIMARY ACCOUNTABILITES:**

- Own the overall design, implementation, communication, and administration of Varsity Brands' company-wide benefits offerings.
- Align with management and key business stakeholders to build a strong diverse, inclusive benefits brand.
- Manage a team of benefits professionals, fostering collaboration across corporate functions and business units to accomplish benefits objectives.
- Ownership and accountability for all aspects of annual open enrollment including management, development, communications, and execution. This includes a partnership with the HRIS team to ensure our systems are set up for open enrollment.
- Drive the launch of a holistic well-being program with tools, education, content, and potentially exploring a technology platform partner.
- Actively explore new and emerging benefits trends, offerings, and cost-savings solutions, while continuously improving existing tools and resources to maximize usage and effectiveness.
- Manage relationships with vendors, brokers and carriers for seamless administration.
- Continually analyze our offerings and gather internal sentiments and feedback to understand impact and alignment with our employees' needs.
- Deep understanding of change management and the ability to think strategically around how to deploy programs and manage that change across a variety of business units and different workforces
- Ability to embrace organizational ambiguity and change, and navigate and make decisions through uncertainty
- Oversee benefits compliance management. Partner with our benefits brokers to ensure our benefits are meeting all legislative requirements including, but not limited to 5500 filings, FSA discrimination testing, annual 401k audits, ACA reporting and required notices.
- Through a deep knowledge and understanding of relevant federal regulations, ensure that benefit plans are administered in compliance with all federal and state laws and regulations including, but not limited to ACA, ERISA, HIPAA, COBRA, IRC Section 125, and FMLA.

- Manage leave and disability programs, including short-term and long-term disability, workers compensation, and other leave requests, which may include accommodation requests under the ADA.
- Maintain complete and accurate records of leave and accommodation requests in accordance with specified legal requirements and documentation of best practices.
- Partner with Finance and Accounting teams on the benefits portion of the annual budget and any needed forecasting, accruals, and ongoing benefits cash accounting.
- Monitor CDC guidance and employment regulations related to COVID-19, and ensure all practices, benefits and programs support a healthy and safe environment for employees
- Actively lead and participate in the continuous improvement of processes and procedures to drive efficiencies, eliminate manual processes, and improve the employee experience.
- Ability to manage multiple assignments, with ability to assess competing priorities in a fast-paced environment
- A problem solver who is proactive, able to connect the dots and willing to take initiative.
- Advanced knowledge of Microsoft Office applications (e.g., Word, Excel, PowerPoint).
- Manage annual or ad-hoc plan audits.
- Assist with miscellaneous or ad-hoc activities and responsibilities.