



## JOB DESCRIPTION

**Position Title:** Marketing Communications Specialist

**Reports to:** Manager, MarComm

**POSITION SUMMARY:** The Marketing Communications Specialist will be an active participant in the conception, development, writing and design of B2B and B2C marketing, PR and other campaigns and programs supporting company and customer success.

Under direction of Marketing Communications Manager, the Marketing Communications Specialist will be responsible for creating, distributing and coordinating sales, marketing and editorial content. Responsibilities will also include developing and/or directing development of tools to support content (such as infographics, images and videos) as well as quality assurance, fact checking, compliance and proofreading. Successful candidates will be adept at delivering both B2C and B2B content for print and digital mediums.

Essential Job Functions	Frequency
1. Work with MarComm team members to develop marketing and promotional material for B2B and B2C initiatives that increase new business, brand awareness, conversion and retention via email, direct mail, web, print, advertisements and other media.	Daily
2. Provide content and project management support for marketing projects, including but not limited to agent-facing communications, internal communications, executive communications and customer communications, based on business needs and objectives.	Daily
3. Coordinate distribution of communication campaigns by working with business areas and subject matter experts to determine timing, audience, key performance indicators, etc.	Daily
4. Leverage best practices to ensure target audiences absorb, retain and leverage information delivered.	Daily
5. Write content for articles, white papers, blogs and website as well as copy for national trade publications, advertisements and other collateral.	Daily
6. Work with creative services team to develop design elements and video content in support of marketing campaigns and corporate initiatives.	Daily
7. Provide communications support (content development, proofing, etc.) to other departments as requested.	As Needed
8. Accept accountability and provide leadership with regular progress updates based on expressed expectations for development, turnaround and delivery.	Daily
9. Continually enhance professional knowledge through active participation in discipline-related organizations and industry publications.	As Needed
10. Perform other duties as assigned.	Daily

**SUPERVISORY RESPONSIBILITIES**

# Direct Reports:                    0    Hire/Fire Authority Y or N                    N  
 # Indirect Reports                    0    Hire/Fire Authority Y or N                    N

**EDUCATIONAL/EXPERIENCE REQUIREMENTS:**

- Four-year degree in marketing, communications, journalism, PR or other related field.
- Minimum of three years professional experience in marketing content development and coordination, including digital and print; preference given to candidates with experience in insurance and B2C communication.
- Excellent writing skills, including ability to write dialog for marketing, public relations, sales tools, web content, corporate communications, etc.
- Demonstrated understanding of and/or proficiency with the following applications and utilities:
  - o Microsoft Office products (Exchange/Outlook, Word, Excel, PowerPoint)
  - o Marketing automation applications such as HubSpot, Pardot and/or Marketo
  - o CRM applications such as InforCRM, SalesForce and/or HubspotCRM
  - o Adobe CC applications such as InDesign, Photoshop and/or Illustrator

**CRITICAL SUCCESS FACTORS:**

- Excellent communication skills — writing and speaking — with a flair for creativity and eye for proofreading and editing.
- Organizational and interpersonal skills with a demonstrated ability to effectively communicate with a wide variety of audiences and operate successfully in a fast-paced, highly visible role.
- Ability to build relationships and foster positive interactions with stakeholders at all levels in the company.
- Ability to asks insightful questions to probe and understand organizational goals and objectives and curate that information to create and deliver results.
- Ability to learn quickly with a hands-on, thoughtful approach when applying new concepts.
- Ability to manage production workflow, timelines and schedules and maintain quality standards while managing multiple projects simultaneously.
- Ability to work independently while openly communicating back to management and escalating issues.
- Ability to be at work on a regular, timely and consistent basis while maintaining a healthy sense of urgency throughout all projects.

**FISCAL RESPONSIBILITY:**

- None

**INTERNAL/EXTERNAL CONTACTS:**

<b>Internal</b>	Contact with all Homesteaders departments, subsidiaries and field staff.
<b>External</b>	Contact with policy owners, agents and funeral home personnel as well as outside vendors, such as photographers and freelancers.

**PHYSICAL DEMAND AND WORK ENVIRONMENT:**

The physical demand and work environment characteristics in the following chart are to be representative of the typical amount of time spent and conditions while performing the essential duties of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

0% Never **(N)**                      <33% Occasionally **(O)**                      33-66% Regularly **(R)**                      >66% Frequently **(F)**

<b>Physical Demands</b> <i>Reasonable accommodation will be made to assist in meeting any demand listed below.</i>		<b>Work Environment</b>	
<b>Demand</b>	<b>Frequency</b>	<b>Demand</b>	<b>Frequency</b>
Stand	R	Normal Office Environment	F
Walk	R	Additional work environment conditions:	N
Sit	R	• Work in high, precarious places	
Use hands to finger, handle or feel	F	• Fumes or airborne particles	
Reach with hands and arms	R	• Works with flammable liquids or toxic or caustic chemicals	
Climb or balance	N	• Outdoor weather conditions	
Stoop, kneel, crouch or crawl	N	• Extreme cold/heat (non-weather)	
Talk/Hear	F	• Work near moving or mechanical parts	
Lifting ( <i>Up to 50 lbs</i> )	N	• Excessive Noise Levels	
Vision Requirements		• Other:	
Close Vision	F		
Distant Vision	N		
Color Vision	F		
Depth Perception	R		