

### Job Description

<b>Job Title:</b>	<b>Marketing Manager</b>
<b>FLSA Status:</b>	Exempt
<b>Department:</b>	Marketing
<b>Reports to:</b>	Chief Executive Officer

**Position Mission:** Identify Independent Agent needs and value expectations in order to develop and implement holistic marketing strategies promoting OIA and OIA subsidiaries’ products and services. Lead initiatives to promote the value of independent agents to consumers, insurance carriers, government and other stakeholders. Participate in the development, evaluation and or investment in marketing solution for our agents.

**Education and Experience:** A Bachelor’s degree in marketing or a related business field from an accredited university.

- 10 years experience in a marketing or business position leading the marketing and execution of successful lines of business
- Strong understanding of market and business dynamics especially in a small business environment focused on growth and new product development.
- Proven ability to create successful branding programs and comprehensive marketing campaigns that meet business objectives.
- Insurance industry marketing experience preferred.

**Mission-Critical Essential Duties and Responsibilities:**

- Member of management team for planning and decision making (including developing and implementing organization’s strategic plans and initiatives).
- Work closely with the sales, data analytics and product development teams to build a holistic marketing plan for the entire product life cycle inclusive of all products across all organizations in the OIA enterprise. Marketing plans will include market research, pricing strategy, product launch strategy, expected adoption rates for new and existing product and services, support our established sales goals, and ultimately deepen our relationships with our clients.
- Lead strategy development and implementation of marketing efforts to support organization’s sales pipeline and revenue goals.
- Identify target prospects and execute targeted campaigns that drive membership and product line growth and retention, particularly among targeted prospect groups.
- Manage the organizations’ brands, ensuring strong and consistent marketing messaging across all companies, programs and channels to build awareness and demand for the entire suite of products and services and reinforce our unique value propositions to target audiences.
- Conduct client & market research to identify trends and opportunities for existing and potential new programs and services.
- Manage the marketing budget and evaluate and report ROI of all marketing programs on sales results, membership growth and retention.
- Develop, analyze and report on dashboards that show marketing results.
- Marketing technology infrastructure ownership with the web team including collaboration with IT, sales and other functions as needed.
- Participate in the identification, development, evaluation, and or investment in potential marketing solutions for our agents.
- Develop and lead a high-impact team of marketing professionals; providing strategic direction, staff development and coaching based on modern marketing tools, ideas and concepts.
- Perform any other related duties as required or assigned.

## Job Description

### Essential Characteristics:

- Organized, detail-oriented
- Pro-active, ambitious
- Intellectual curiosity and inquisitive
- Confident – has a desire to establish oneself as a thought leader in the insurance business marketplace
- Happy, personable, exudes positive energy
- Enjoys working closely with a team
- Excellent verbal and written communication skills
- Active listening and strong presentation and sales skills
- Ability to multi-task, prioritize, and manage time effectively

### Other Skills and Qualifications:

- Analyze existing product lines for viability and value proposition
- Customer Segment Analysis
- Media Management (website, e-mail blasts)
- Media Relations
- Ability to read, analyze and understand general business/company related articles and professional journals
- Ability to speak effectively before groups of customers or employees
- Advanced knowledge and utilization of Adobe Creative Suite programs, Microsoft Office programs, email marketing systems, and related technology platforms. Salesforce Pardot marketing program, desired.

**Core Values and Conduct:** Every member of OIA expects our staff to embrace and act in good faith to demonstrate: Integrity, Collaboration, Innovation, and Commitment. We expect of ourselves and our coworkers to contribute to our top Critical Cultural Outcomes by acknowledging them, and working toward them, every day:

- Commitment to Overall Goals of the Organization
- Shared Purpose
- High Trust Environment
- Accountability
- Honest-Direct-Respectful Communication
- Consistency of Management

Job Type: Full-time

Experience:

- Marketing: 6 years (Required)