



<u>Job Title:</u>	Marketing Coordinator
<u>Department:</u>	N/A
<u>Reports To:</u>	Executive Director
<u>Assist/Back Up:</u>	Recruiter
<u>Revision Date:</u>	Annual

Position Overview:

The Marketing Coordinator will position Benefit Advisors Network and National Benefit Center as a valued partner to the Independent Agency market. The position will support the recruiting of Agencies, produce marketing collateral that is directed at the Agency, at the employer and at the employee audience and manage vendors, workflows and documents within the Digital Storefront referred to as My Partners Best.

Duties and Responsibilities:

- Recruiting, Market Research, Analysis and Planning
 - Monitor industry statistics and follow trends in trade literature.
 - **1. Recruiting**
 - Work with the Recruiter and Membership Committee to collect and analyze data on associations, and buying coalitions to identify potential Agencies for inclusion into Benefit Advisors Network, assist the Recruiter in identifying Agencies that are potential members of Benefit Advisors Network and execute on a marketing plan to develop awareness, consideration of Benefit Advisors Network.
 - Collect data on competitors to Benefit Advisors Network and analyze their marketing methods, and prepare reports of findings.
 - Illustrate data graphically and translate complex findings into written plan recommendations.
 - **2. Annual Marketing Plan**
 - Annually, develop a marketing plan that outlines the activities the organization will undertake to move Benefit Advisors Network and National Benefit Center positioning in the Agency marketplace, position the Agency's as thought leaders in their markets, and position the personnel at those Agencies as thought leaders within key industries and markets.
 - Measure, monitor and report the effectiveness of marketing, advertising and communications programs and strategies.



- Work with the copy writer, graphic designer and the Marketing Committee to develop *My Partners Best* (Digital Storefront) materials that are effective and helpful to the employer, the employee and the Agency.
- *Benefit Advisors Network General Operations*
 - Attend BAN conferences and provide assistance as requested
 - Provide backup administrative support as needed or requested
 - Work closely with Benefit Advisors Network Executive Director to support all initiatives and activities

Requirements

Education – College Bachelors Degree or above

Experience – At least 3 years of experience in marketing support and/or market research

Ideal candidate – Will possess knowledge of the group benefits industry, and possess a Health and Life Insurance license

Other Skills/Competencies

Great communication and organizational skills

Effective vendor manager

Efficient user of technology and how to apply applications

Smart, a problem solver

A team player who can also work well on their own

Note: The above statements are intended to describe the general nature and level of work being performed by people assigned to this job classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, to fulfill the ongoing needs of the organization.