

ROCKFORD MUTUAL INSURANCE COMPANY

JOB TITLE: Inside Marketing Representative
DEPARTMENT: Marketing
REPORTS TO: Sales Manager
SALARY RANGE: \$49-\$65K (*based on experience*)

SUMMARY

Under limited supervision, coordinates and oversees the prospecting for, contracting and terminating of agents; oversees the introduction and promotion of new or revised products and changes in procedures; assists agents with quotations and sales of RMIC insurance products. Assists VP-Sales & Marketing, Sales Manager, and Marketing Manager with projects as requested. This role also contributes to key business initiatives and offers opportunities to develop skills that support future career growth, including potential advancement into sales-oriented roles such as Field Marketing Representative based on business needs and individual performance.

EDUCATION

College degree required and three-plus years of insurance experience. Degree requirement can be offset by significant insurance marketing experience. Marketing and/or agency experience a plus.

POSITION REQUIREMENTS

Good communication and organizational skills. Good decision making and judgment ability. Professional appearance. Computer knowledge. Must be able to travel on occasion. Must reside in a state where organization operates. General insurance schooling or licensed agent/broker. Three or more years of insurance experience. Commercial or farm knowledge is preferred.

PRIMARY RESPONSIBILITIES

Coordinates and oversees the various activities of the Marketing area:

- Corresponds and communicates with affiliated insurance companies, agents and other company personnel
- Keeps abreast of current developments in systems and techniques used by Insurance by studying the appropriate trade material and/or taking part in appropriate seminars and professional organizations
- Makes virtual appointments with agency marketing force
- Oversees the introduction and promotion to the marketing force of new or revised products and changes in procedures
- Coordinates the prospecting and contracting of agents for the marketing force
- Technology and Product training
- Stays informed on market trends, competitor activity, and industry developments to enhance sales effectiveness.
- Distributes agency reports monthly
- Assists in quoting of risks for agents and underwriting
- Assists with review of agency production and makes recommendations
- Analyzes agency production and loss records and makes recommendations
- Assists in other areas of Marketing
- Assists in rate analysis and underwriting guidelines
- Assists in analyzing website application systems for improved efficiency
- Participates in Company projects as needed
- Regularly communicates with internal employees and external customers in a manner that supports department and company objectives.
- Participates in internal meetings as a sales representative and contributes to broader sales planning and strategy discussions.