



Communications Supervisor

Job Summary

The Communications Supervisor is responsible for the development of communications for both internal constituents and external audiences (e.g., agents, policyowners, and vendors) through content creation, curation, and promotion. This individual supervises a team of two full-time Project Coordinators and a Marketing and Communications Specialist and reports directly to the Assistant Vice President (AVP) of Marketing, Communications and Research (MCR). The Communications Supervisor will, in partnership with the MCR AVP, develop and implement an annual communications strategy and work to engage Illinois Mutual's broader stakeholders through publications, direct mail, digital marketing, Illinois Mutual's Company website, social media, and other media relations.

This position requires a balance of innovative creativity, analytical thinking, and high-impact leadership. The Communications Supervisor is relied upon to demonstrate passion for their customers and foster a mindset to find creative solutions to complicated situations.

Responsibilities

Content Creation

- Become a product expert - understanding each of our product offerings and also the needs of our stakeholders.
- Responsible for development of product specific creative content, original topics, and cohesive campaign themes to effectively meet the needs of, and communicate with, our target audiences.
- Ensure that communications are both reader-friendly and legally sound by working closely with Illinois Mutual's Compliance team to understand key compliance topics related to our industry and products.
- Edit the content produced by both Project Coordinators, our Marketing Communications Specialist and, at times, freelance writers.
- Work with our Senior Research Analyst and Graphics Supervisor to coordinate the planning, execution, and evaluation of Illinois Mutual's agent recruiting activities as necessary to meet objectives outlined within MCR's annual communication strategy.

Content Curation

- Review and edit recommendations made by Project Coordinators regarding communications due for 2-year recompile. Approve project viability and relevance and maintain a recompile schedule to



ensure marketing materials stay within acceptable compliance standards.

- Benchmark peer institutes' and identify gaps in our marketing resource library. Recommend innovative additions as well as items that can be removed or replaced within the library.

Content Promotion

- Together with the MCR AVP, craft a communications strategy in support of Illinois Mutual's strategic plan, effectively integrating materials, publications, social media, and website.
- Strengthen the Company's current social media presence including Google, Twitter, Facebook, YouTube, and LinkedIn by suggesting and implementing activities designed to improve social interaction, attract followers and position the organization among its key audiences.

Digital Marketing

- Participate as an active member of the web committee to write new content, ensure current content is accurate and assist with Search Engine Optimization.
- Understand target audiences, benchmark peer institutes' websites, and research site enhancement technologies and opportunities.
- Collaborate with MCR's Project Manager to develop metrics to track outcomes and impact of new features to the website.

Administration

- Prioritize and edit the daily work of Project Coordinators and Marketing Communications Specialist. Ensure projects meet all requirements, remain on deadline, and are of high quality.
- Review and prioritize project requests and assign to the appropriate team member(s); work with that person to see that the completed job meets requirements and deadline.
- Meet with the team regularly to check the status of current projects and assign new projects.
- Assist with annual budget-planning and team workflow processes review.
- Lead brainstorming sessions with the team to overcome challenges, understand Compliance requests, and review best practices seen in other companies.
- Provide input to management regarding employee performance.

Preferred Qualifications

- Knowledge of and experience in the insurance or financial services industry.



Required Qualifications

- Bachelor's degree in a relevant field required
- Minimum five years of progressive professional experience in marketing, communications, public relations, and/or journalism, including supervisory-related experience required.
- Experience with Microsoft Office, email platforms (such as MailChimp), SEO best practices, and Google Analytics required.
- Experience in web-based, print, and social media production required.
- Demonstrated experience using social-media platforms (such as Google, Twitter, Facebook, YouTube, LinkedIn, etc.) to attract followers and position the organization among its key audiences required.
- Detail oriented and organized with superb written and listening skills.
- Strong interpersonal skills with proven ability to successfully interact with a diverse group of stakeholder groups and build consensus.
- Self-directed, highly motivated and comfortable in a fast-paced environment
- Ability and willingness to travel
- Demonstrate reliability, integrity and professionalism
- Excellent problem solving skills; able to respond to requests promptly and proactively
- Customer service-oriented and quality/accuracy focused

*College or university must be sufficiently accredited and listed in the U.S. Department of Education Accreditation Directory.

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