



## Marketing Portfolio Coordinator

### Job Summary

The Marketing Portfolio Coordinator supports the Company marketing strategy and is accountable for the conceptual planning, copywriting, implementation, execution and measurement of marketing projects for the designated product line's products, services and customer experience initiatives targeted to agents, prospects and existing customers. This includes agent outreach initiatives and providing content specific to recruitment campaigns designed to increase agent engagement and inspire independent agents to partner with Illinois Mutual. This position manages multiple projects at a time from beginning to end, starting with idea formation, copywriting, graphic and digital asset design direction, to proofing, print and through production, all while ensuring accordance with the Company's Brand Identity Guide and Web Style Guide.

### Primary Responsibilities

- Partner closely with Sales executives to strategize and create marketing projects, including the delivery of sales communications, recruitment collateral and tools, product and service collateral, sales tools, ecommunications and the development of programs and promotions aimed at increasing sales, retention and other Company objectives
- Create content for all marketing initiatives across all platforms
- Fully understand competitive environment and target (agent, agent prospect, policyowner, employee) needs and wants based on primary and secondary research and qualitative knowledge
- In coordination with department project manager, schedule all agent and prospective agent emails
- Ensure overall quality and consistency of value proposition is seeded in all customer touch points for the Company or product line including, but not limited to:
  - webinar and lunch & learn materials, including the presentation, digital supplements, handouts and other materials
  - trade advertisements to promote Illinois Mutual
  - e-signatures for various Company departments
  - materials related to Life Insurance Awareness Month (LIAM) and DI Awareness Month (DIAM)
  - consumer-focused materials, including brochures, mailers, PDFs, etc. as needed and oversee changes that need to be made to existing materials at reprint time
  - various communications as needed to support proactively keeping agents and/or policyowners informed of relevant business initiatives or changes that may impact them



### **Primary Responsibilities Cont.**

- Order all necessary mailing lists for outgoing printed communications
- Actively contribute to website changes such as by writing new content, reviewing current content for accuracy and helping to improve our SEO
- Check all communications for spelling, grammar and compliance with the Brand Identity Guide
- Write, circulate and distribute press releases to trade publications and local media, as needed
- Work effectively in a team environment with MCR team members to accomplish the tasks of the position
- Ensure projects meet all requirements, remain on deadline and are of high quality
- Perform other duties as assigned

### **Job Qualifications**

- Bachelor's degree required; Concentration in English, Communications, Journalism, Marketing or related field preferred
- Strong project management skills
- Excellent copywriting skills – writing samples must be provided with resume
- Effective written and verbal communication skills
- Detail and goal-oriented – must be able to meet deadlines
- Excellent interpersonal and problem-solving skills
- Professional attitude, enthusiastic and reliable
- Self-disciplined and able to independently manage multiple projects simultaneously while maintaining quality
- Experience in an insurance environment desired

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

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