



Marketing Project Coordinator

Job Summary

The Marketing Project Coordinator plays an important role in bringing integrated campaigns to market that build the brand and strategically position our suite of financial solutions to agents and policyowners. This individual manages multiple projects at a time from beginning to end, starting with idea generation, communications strategy, copywriting, graphic design direction, proofing, execution and reporting of associated metrics. The Marketing Project Coordinator works with other business areas to recommend, develop and deliver high-quality communication solutions, understanding the audience and identifying the appropriate communication channel given business needs.

Primary Responsibilities are Coordinated with the Communications Supervisor

- Projects include the development, scheduling and delivery of internal and external communications, product and service collateral, sales tools, web and electronic communications and the development of programs and promotions such as (but not limited to):
 - emails and quarterly newsletters
 - website content
 - social media posts and campaigns
 - direct mail letters
 - workshops materials, including the presentation, handouts and display stand
 - white papers
 - industry promotions such as Life Insurance Awareness Month (LIAM) and DI Awareness Month (DIAM)
 - brochures, mailers, PDFs, Flash presentations, etc.
- Guide and manage projects through sequential internal review process
- Reviews existing materials for updates and improvements at reprint and recompile time.
- Represents the MCR department in cross-functional, company initiatives. Leading special projects as necessary.
- Fully understands the competitive environment and target agent/customer/policyowner and internal employee needs; and demonstrates willingness and ability to learn and understand Company's product offerings.
- Ensures 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.



Primary Responsibilities Cont.

- Completes necessary project requests and work orders. Orders necessary databases and mailing lists for outgoing communications.
- Works effectively with other MCR team members to accomplish the tasks of the position.
- Communicates regularly with MCR department manager and Communications Supervisor on priorities and strategic efforts.
- Proofreads all communications for spelling, grammar and compliance with the Brand Identity Guide
- Manages competing demands within his/her project list.
- Ensures projects meet all requirements, remain on deadline, and are of high quality.
- Perform other duties as assigned.

Qualifications

- Bachelor's degree required; Concentration in Communication, Marketing, Journalism or related field preferred
- Experience within insurance or a similar industry strongly desired
- Strong project management skills
- Excellent copywriting skills as can be demonstrated by writing samples
- Detail and goal-oriented – must be able to meet deadlines
- Strong interpersonal and problem-solving skills
- Professional attitude, enthusiastic, and reliable
- Self-disciplined and able to independently manage multiple projects simultaneously while maintaining quality and limited errors in work
- Spanish language skills a plus

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

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