



Marketing Recruitment Project Coordinator

Job Summary

The Marketing Recruitment Project Coordinator supports the Company marketing strategy and is accountable for the conceptual planning, copywriting, implementation, execution and measurement of marketing projects for agent outreach initiatives targeted to agents and agent prospects. This coordinator role will focus on 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 design direction, proofing, printing and mailing, all while ensuring accordance with the Company's Brand Identity Guide.

Primary Responsibilities

- Marketing projects include the delivery of communications, recruitment collateral, recruiting tools, e-communications and the development of programs and promotions aimed at increasing current agent engagement and retention, new agent partnerships and other Company objectives.
- Works with Sales to create toolkits and materials to position sales team for success at events and meetings
- Fully understands competitive environment and target (agent, agent prospects, policyowner, employee) needs and wants based on primary and secondary research and qualitative knowledge
- In coordination with department project manager, schedules all agent and prospective agent e-mails, including monthly sales ideas, webinars, announcements and recruitment material
- Ensures overall quality and consistency of value proposition is seeded in all customer touch points for the Company including, but not limited to:
 - workshop materials, including the presentation, handouts and other materials
 - advertisements to promote Illinois Mutual and agent opportunities as schedule dictates
 - e-signatures for sales, benefits and underwriting
 - agent-focused materials, including brochures, mailers, PDFs, Flash presentations, etc. as needed and oversee changes that need to be made to existing materials at reprint time
- Orders all necessary databases for outgoing communications, completes necessary work orders, delivers to the mailroom on schedule and provides an updated mailing schedule to relevant parties
- Keeps Company leadership informed of recent mailings
- Checks all communications for spelling, grammar and compliance with the Brand Identity Guide
- Writes, circulates and distributes press releases to trade and targeted agent publications and local media
- Works effectively with MCR team members to accomplish the tasks of the position
- Performs other duties as assigned



Qualifications

- Bachelor's degree required; Concentration in Communication, Marketing, Journalism or related field preferred
- Strong project management skills
- Experience in sales and/or recruitment campaigns desired
- Experience with direct communications/calls to action, including emails, direct mail, etc.
- 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 and limited errors in work
- Experience in an insurance environment desired
- 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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