



Marketing Recruitment Specialist

Job Summary

The Marketing Recruitment Specialist proactively identifies appropriate communication platforms, campaigns and marketing materials, which can be combined to achieve additional brand awareness and agent engagement, to increase the effectiveness of agent/distribution recruitment strategies. The role requires expertise in social media strategy, planning, buying, and CRM. This individual uses prior hands-on experience in buying, placing, and optimizing campaigns in both LinkedIn and Facebook to position Illinois Mutual in front of our target market. The Marketing Recruitment Specialist reports to the AVP, Marketing Communications and Research (MCR) and outlines informed distribution recruitment strategies that can be executed via partnership between Sales and MCR.

Primary Responsibilities

- Recommend marketing plans/campaigns and communications strategies to better position Illinois Mutual as an innovative, valuable, and necessary partner to attract, retain and support agents
- Bring greater alignment between paid and organic social media campaigns where appropriate
- Establish and monitor key measures (goals, KPI's, optimization strategies) to gauge the effectiveness of recruitment efforts; provide timely reporting to assess actual effectiveness and provide actionable recommendations for necessary changes
- Outline proposed budget/allocation for ongoing recruiting campaigns
- Create and manage quarterly engagement calendar with opportunity to optimize throughout the year
- Ensure appropriate media mix (one-to-one, social, website, paid & organic search, event/partnerships/sponsorship, etc.) is identified and aligns with expected campaign results
- Guide development of holistic, integrated messaging strategies by media channel, platform, and website
- Compile, analyze, and synthesis existing agent primary and secondary research to inform actionable recruitment strategy decisions and serve as go-to resource for all matters pertaining to agent engagement/recruitment
- Continually evaluate existing communications platforms, campaigns, and marketing materials to build upon, repurpose, repackage, or recommend eliminating based on past performance against goals and KPI's
- Build upon, recommend, initiate, execute and report on simple and easily replicable methodologies to gather agent insights that will inform benchmarks for actionable measures



Primary Responsibilities Cont.

- Propose, brief, and leverage skillsets of writing and design team members to lead them in developing multi-media “campaigns” that inform, educate and inspire agents
- Work in concert with creative team to maintain consistency of brand design, personality, and tone-of-voice
- Continually strive to build upon existing brand and product campaigns through the lens and with the objective of attracting new and qualified agents to promote our products and advocate on behalf of the Illinois Mutual brand
- Act as organizational liaison, adapting communication styles as necessary, to effectively address the needs and appropriately influence internal and external stakeholders whose expertise in terms of tenure and discipline may vary, but is all important to recruitment campaign success

Qualifications

- Bachelor’s degree with concentration in marketing, communications required
- Experience in partnering with sales teams, franchisees, and or 3rd party distributors to achieve sales goals through marketing initiatives and solutions required
- Experience in media planning (across various channels), media buying, project management, strategic planning and/or account management required; experience with LinkedIn and Facebook advertising required
- Minimum 3-5 years marketing experience in a fast-paced, retail-driven category strongly preferred
- Minimum 2-3 years marketing in insurance category ideal
- Self-disciplined, detail and goal-oriented with proven ability to meet individual deadlines while maintaining high quality and accuracy
- Strong project management skills with a proven record of managing and delivering upon deadlines while working with multiple stakeholders across various disciplines
- Familiarity with when and how to apply quantitative/qualitative market research methodologies
- Strong organizational and analytical skills
- Strong written and verbal communication skills, including ability to listen carefully
- Demonstrated interpersonal, communications, and negotiation skills coupled with the ability to build networks, influence and motivate others toward accomplishing objectives
- Professional attitude, enthusiastic, and reliable
- Experience with Microsoft Office



Qualifications Cont.

- Able to produce work samples of:
 - Developing marketing strategy (inception to execution)
 - Setting goals, key objectives, KPI's for media investments as well as the continual goal of qualifying and strengthening relationships
 - Campaign/communications development

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