

Marketing Project Leader - Branchville, NJ

At Selective Insurance, we specialize in developing careers for people who share our values of commitment, integrity and extraordinary service. As a leading regional property and casualty insurance organization, we provide a broad range of insurance products and services to an expanding market throughout our operating territory. A.M. Best has rated Selective A+ (Superior) for 45 consecutive years.

Overview

Designs, develops and executes innovative marketing strategies and communication for agents and consumers utilizing multiple channels and solutions. Manages and implements marketing and communication plans and projects and assists in gathering and analyzing internal and external data to support the marketing strategy. Builds and maintains solid relationships with top management and business clients to drive the success of marketing goals, tactics, and strategies. Enhances and manages the use of online, audio, visual, print and other communications vehicles and resources to facilitate the marketing strategy.

Responsibilities

Assist with the development and implementation of a marketing strategy aligned with company business objectives based on a tailored set of functional expertise used to achieve strategic goals focusing on profitable growth and retention. Ensure all marketing and communication strategies enhance Selective's brand position. Utilize multi-channel marketing communication solutions targeted to different audience segments/needs.

Utilize measurement processes to gauge marketing and communication success and enhance responsiveness of different agent and customer groups and measure return on investment. Utilize functional metrics and measurement processes as a critical success factor.

Capture marketing insights by supporting the market research and competitive intelligence process to sustain the company's marketing strategy.

Collaborate with the Strategic Business Units, the Strategic Operations Group and field staff to develop and deploy marketing strategy and tactics that support their agency management plans and the company's strategic vision.

Develop, design, write, edit and deliver marketing communication vehicles including electronic and print collateral materials, presentations, internet/intranet sites and other communication and marketing vehicles. Ensure clear/precise writing and design, and audio-visual elements, thorough/persuasive verbal

communications and simple but high-impact group presentations and/or materials.

Utilize innovative video, graphic, internet/intranet solutions to support marketing and communication strategies of agents and consumers.

Work in partnership with the Communication and Marketing Communication teams to ensure consistent messaging to all key audiences. Work to ensure "Marketing" is seen as a true business partner with other business areas throughout the company. Establish and leverage substantial and influential relationships with management and business clients as well as other important external marketing partners, trade organizations and industry influencers.

Support staff in execution of the department's strategies and key initiatives. Assist with preparation and management of the department's operating and expense budget.

Qualifications

College degree in marketing or related field preferred.

5+ years of experience in marketing creating/developing marketing materials brochures, presentations, and other written, video, or graphic materials.

Inspires confidence in others and can quickly capture the trust and respect of employees at all levels of the organization.

Keeps abreast of industry emerging practice and best-in-class marketing communication initiatives and strategies.

Must have a thorough understanding of the insurance business model.

Demonstrates a hands-on management style, performs with excellence maximizing the talent of a small flexible staff committed to a very high level of responsiveness.

Has ability to think/plan strategically - yet deploy tactically - a "working manager".

Must be able to manage outsourced firms, vendors and other high-value providers in a seamless way that best supports Selective's business unit success.

Is fully capable of managing the position's operational, administrative and supervisory duties.

All qualified applicants will receive consideration for employment without regard

to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex .

Salary: TBD

***Interested applicants should visit the 'careers' section of our website to complete a profile and submit a resume.