

Job Description

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| Job Title: | Membership and Marketing Coordinator |
| FLSA Status: | Exempt |
| Department: | Marketing |
| Reports to: | Chief Marketing Officer |

Position Mission: Provide our members with the best possible resources, benefits and solutions to fulfill their needs and/or request. Serve as a resource to association members and staff. Manage RLI and other assigned association member benefits. Support and assist membership team's new and retention membership sales campaigns. Assist marketing team with managing campaign programming, content creation and syndication, and execution across all communication channels, including social media platforms, website, email marketing, blog articles, print, etc.; while adhering to all brand standards. Provide support with interviewing, production, and publishing articles of members, program users, OIA Staff, and business partners.

Education and Experience: Four-year college degree in Marketing, Communications, Public Relations, Business or other related field. Must have excellent writing skills, with the ability to interview, research, and converse with sources in order to understand and write about various business topics. Basic graphic design skills are a plus. Background in insurance preferred but not required.

Required Certificates, Licenses and Registrations: Property & Casualty license preferred but not required.

Mission-Critical Essential Duties and Responsibilities:

- Membership Coordinator
 - Support OIA membership retention efforts
 - Support OIA new member recruitment efforts
 - Support Membership relationship building and outreach
 - Support Membership benefits program and marketing efforts to membership
 - Assist with research and assigned projects to support OIA member engagement efforts
- Marketing
 - Support Marketing Team
 - Assist in creating content including product, program, event, blog articles, e-newsletters, and other related content and communications
 - Research and stay current on insurance industry trends, specifically those related to independent agents
 - Assists in interviewing key stakeholders for videos, product testimonials, feature articles and other content creation
 - Write compelling content, manage copy, and assist in management of all marketing campaigns
 - Assist in demand generation activity including identifying target audience, assisting in data list pulls, and executing marketing campaigns
 - Manage social selling content and calendar
 - Maintain content that is accurate and timely in support of sales efforts
- Conduct special outbound call projects for all departments as needed
- Provide backup and administrative support for OIA and other member benefits as assigned
- Perform any other related duties as required or assigned
- This is an in-office position. Telecommuting is not available for this position

Essential Characteristics:

- Organized, detail-oriented, professional demeanor
- Ability to manage multiple products
- Strong written and verbal communication skills
- Pro-active, ambitious
- Inquisitive - has a desire to learn and investigate, enjoys research

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- Analytical
- Service mentality, customer/client-focused
- Enjoys working closely with a team

Other Skills and Qualifications:

- Must have working knowledge of social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube) to create and distribute content
- Must have working knowledge of Microsoft Office programs and Adobe Photoshop
- Experience with iMIS or other CRM association software programs is preferred
- Ability to read and understand documents such as policy manuals, safety rules, operating and maintenance instructions, and procedure manuals
- Ability to learn technology programs – Salesforce, Pardot, WordPress or other marketing automation tool, such as Marketo, HubSpot or Eloqua
- Ability to support marketplace research efforts. Ability to gather research and prepare surveys with leading software programs – SurveyMonkey, Google Forms, Zoho, Typeform, etc.
- Ability to write routine reports and correspondence
- Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals
- Ability to compute rate, ratio and percent and to prepare and interpret bar graphs
- Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists
- Ability to interpret a wide variety of instructions furnished in written, oral or diagram formats

Core Values and Conduct: Every member of OIA expects our staff to embrace and act in good faith to demonstrate: Integrity, Collaboration, Innovation and Commitment. We expect of ourselves and our coworkers to contribute to our top Critical Cultural Outcomes by acknowledging them, and working toward them, every day:

- Commitment to Overall Goals of the Organization
- Shared Purpose
- High Trust Environment
- Accountability
- Honest-Direct-Respectful Communication
- Consistency of Management

Physical Activities and Environment: The following physical activities described are representation of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions and expectations.

While performing the functions of this job, the employee is continuously required to talk or hear; frequently required to sit; and occasionally required to stand, walk, use hands to finger, handle or feel, reach with hands or arms. The employee must occasionally lift and/or move up to 25 pounds. The noise level in the work environment is usually moderate.