

## **MARKETING REPRESENTATIVE**

### **POSITION SUMMARY:**

Our Marketing Representative is a key individual in establishing and developing the strong relationships we have with independent insurance agents who represent the company. The position entails a significant amount of interaction with agencies as well as with multiple departments within the company. Having the appropriate amount of product and process expertise to inform and educate agency personnel as well as the appropriate skills to deal with agency management issues are integral to the position. While the Marketing Representative is the external ambassador of the company, they are required to put forward the best interests of the company at all times. Awareness of the marketplace, industry matters and responsiveness to the needs of our agents are essential aspects of the position.

The territory this position covers is Rhode Island & Connecticut. This position requires regular travel to Rhode Island & Connecticut.

### **PRINCIPAL ACCOUNTABILITIES:**

#### Territorial Management:

- Effectively manage assigned agency relationships as assigned with the goal of driving profitable growth to achieve financial and operational targets.
- Products marketed by the company include both personal and commercial lines of insurance.
- Actively participate in managing assigned agency production of premium volume in line with Quincy Mutual corporate goals.
- Participate in developing, executing, and adjusting business plans, including strategic components. Particular emphasis is upon aligning these with key Personal Lines and Commercial Lines business strategies.
- Review production and profitability results with agencies on a regular basis as required. Collaborate with home office personnel to effect improvement, as necessary. Act as the primary liaison between agencies and company. Maintain complete understanding of the company's products and systems as well as those maintained by agencies.
- Develop professional and productive relationships with agency principals and their staff to assure the placement of preferred business with the company.
- Establish a position as a trusted advisor to all agency staff particularly within the framework of company philosophy.
- Participate in the initiation of sales, distribution and profitability strategies.

#### Prospect, Appoint, Separate

- Cultivate the marketing territory to improve the quality of agency representation through the appointment of qualified agencies. This includes participating in the rehabilitation or even termination of poorly performing agencies.
- Ensure that new agencies receive the proper support to achieve desirable results.
- Exercise professional judgment in determining the best courses of action in these environs.

#### Train, Educate, Monitor, Respond

- Train agency personnel on company products and programs & processes.
- Act as a liaison between agents and various company departments on matters large and small. These may range from developing marketplace initiatives to individual policy and/or claim aspects.

- Demonstrate responsiveness, personally and corporately at all times.
- At the request of agencies or company staff, conduct physical inspections of various personal and commercial entities to assist in determining preliminary underwriting acceptability perspectives.
- Provide feedback to the company on competitor factors such as product, pricing or programs impacting the business interests of the company or its agency relationships.
- Independently build and cultivate mutually beneficial processes such as those relating to prospecting, business planning, engagement training, etc.
- This job description is not all inclusive and may include additional duties if needed.

## **JOB REQUIREMENTS:**

### **EDUCATION:**

- Work related Bachelor's Degree or equivalent industry experience.
- Advanced Degree / Professional Designations, i.e., CPCU, CIC

### **EXPERIENCE:**

- Minimum of 6 Years Property & Casualty insurance field sales / marketing experience working with Independent Agents required.
- Must have a proven and established record of developing and maintaining strong agency relationships in the marketplace.
- Demonstrated marketing experience in managing agency aggregations.
- Strong technical skills in insurance and MS Office software.
- Proven success in agency training along with superior presentation skills.
- Highly effective written and oral communication skills, including presentation, persuasion, timing, tact and negotiation skills.

### **SKILLS:**

- A professional work ethic is paramount to obtaining and being retained in the position.
- As the company's external representative, the Marketing Representative must act in a professional at all times and be a credit to the company.
- The Marketing Representative will have the ability to interact and communicate effectively with all levels within each agency and the Company.
- Have the ability to develop the respect and confidence of independent agents and to promote the company's sales of profitable business through those agents.
- Be well organized and work well independently and from home.
- Have outstanding time management skills.
- Be creative and imaginative in applying new approaches to job requirements.
- Have strong interpersonal skills, including an ability to manage change and conflict.
- Be assertive yet exercise strong judgment skills in a balanced manner.
- Be dedicated to continuous improvement in daily labor.
- Have an ability to interpret, assimilate and translate ever-developing data and trends.
- Gather current competitive and marketing information on our competitors. Communicate changes to the internal company staff and analyze and interpret these changes and their possible impact to the company.
- Lead, collaborate, influence and support internal business partners. These may include but are not limited to: Underwriting, Production, Management, Claims &/or Loss Control.

- Must have a valid driver's license and favorable driving record.

**WORKING CONDITIONS:**

- 75% travel, visiting agencies as called for