

Job Title: Sales and Marketing Coordinator
Department: Sales
Reports To: Vice President of Sales
Coordinates With: Sales Department, Director of Communications, and other departments key to the customer experience

JOB SUMMARY:

Works with both the Sales and Marketing Departments to enhance the customer and brand experience. Works closely with the Sales Department by managing information, schedules, and assisting clients. Utilizes knowledge gained through work with the Sales Department to assist the Director of Communications in developing and executing successful marketing projects and campaigns.

Sales Duties:

- Prepares and distributes weekly, monthly, and quarterly reports
- Prepares and distributes mass communications to key stakeholders (independent insurance agents and LUBA policyholders)
- Prepares information for the quarterly Board of Directors meetings.
- Fields and distributes calls to the department
- Fields and answers questions from agencies regarding commission and prepares formal notices of LUBA's annual commission reviews
- Manages and maintains agency service information such as information on agency contracts, lists for the Department of Insurance, licensing, agency appointments and cancellations
- Issues website login ID's to agency personnel and policyholders
- Prepares sales department agendas and meeting minutes
- Assists teammates in preparation for agency visits
- Assists with the distribution of dividend checks to policyholders and contingency checks to agents
- Contributes to the team effort by accomplishing related results as needed

Marketing / Advertising Duties:

- Utilize information and knowledge through work with the Sales Department to enhance sales efforts through marketing / advertising campaigns and projects
- Stay updated with industry trends and competitive landscape to provide informed advertising recommendations and insights
- Support the Director of Communication by working as the day-to-day contact for the outside advertising agency to oversee/manage and help execute the marketing and advertising projects.
- Ensure the ad agency is delivering successful marketing/advertising campaigns and delivering exceptional account service.
- Attend biweekly meetings with the advertising agency to ensure projects move forward in a timely manner, facilitate the transfer of information from the LUBA team to the ad agency to provide the education and insight needed to build successful campaigns.
- Collaborate with the ad agency and various LUBA departments to create engaging content, including social media posts, blog articles, email newsletters, and website updates.

QUALIFICATIONS REQUIRED:

- Excellent computer skills using Microsoft Word, Excel, Outlook, Power Point, and Salesforce
- Excellent verbal and written communications
- Must be able to handle multiple tasks, take initiative and work independently
- Excellent organizational skills with a positive attitude with drive and determination
- Ability to operate office equipment

EDUCATION REQUIREMENTS:

- Associate or bachelor's degree

This job description in no way states or implies that the duties and responsibilities above are the only duties to be performed by the individual with this job description. The individual may be called upon and required to follow other instructions or perform other duties requested by his or her manager consistent with the purpose of the position, department and/or company objective.