

JOB DESCRIPTION

Position Title: Marketing Manager **Industry:** Life Insurance
Reports To: Managing Partner **Salary Range:** Competitive

Company Overview:

LifeTrends® is a dynamic organization which specializes in providing competitive intelligence for Life Insurance companies and Insurance Marketing Organizations. We are seeking a skilled, energetic marketing professional to join our growing team in Austin, TX. The ideal candidate for this position will have some background in Life Insurance concepts and products and digital marketing skills, with an emphasis on strategic planning and project management.

Position Summary:

The key responsibility of the Marketing Manager is to create, drive and deliver marketing initiatives on behalf of our organization and our partners. You will oversee all marketing strategy and public communications for LifeTrends®. In this role, you will guide us in further defining our presence in the Life Insurance marketplace. This role is integral to the LifeTrends® team, and will be asked to contribute to the growth and overall direction of our organization.

Essential Job Functions:

- Create, coordinate and manage all marketing related projects
- Manage projects with external vendors to execute on marketing initiatives
- Expand and manage the content marketing strategy and editorial calendar that incorporates multiple channels including social media, web/blog, publications, and video
- Coordinate, plan and manage off-site events
- Handle general Public Relations, including the development of press releases and event collateral
- Hold a keen appreciation for and understanding of data; and communicate dry or technical content in engaging ways
- Manage social media content (writing, editing and publishing)
- Guide senior management team on best practices and strategies for social media
- Manage the company's online reputation - appropriately responding to comments, inquiries, and negative feedback.
- Collaborate with internal teams to create resource guides and case studies
- Manage and distribute all marketing communication to clients
- Set-up and run formal webinars with clients, then measure the success and effectiveness
- Identify areas of growth and improvement in marketing and communications, then making recommendations to the executive team for what actions to take
- Be comfortable working in situations where data is incomplete or incoherent. Overcome obstacles and find solutions that best resolve the issue(s) at hand
- Contribute, develop and implement ideas that will help LifeTrends® provide new and innovative solutions to their clients. Think of the unexpected and bring creative ideas to enhance our business.



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JOB REQUIREMENTS

EDUCATION:

Bachelor's Degree (Preferred in Marketing, Communications, Business, or Advertising)
Equivalent industry experience is acceptable.

EXPERIENCE:

7 to 10 years of experience in marketing working in a B-to-B environment, preferably financial or life insurance services. 2+ years of experience in content marketing or social media management.

KNOWLEDGE, SKILLS & ABILITIES:

Working knowledge of the life insurance industry as a whole;
Basic understanding of HTML and web publishing; Experience working with Wordpress;
Understanding of SEO best practices;
Ability to learn new ideas and quickly apply that knowledge;
Ability to manage time and meet stringent deadlines;
Strong and effective communication skills;
Ability to articulate thoughts and ideas, and communicate both orally and written with LifeTrends® team and clients;
Strong sense of self and desire to integrate into a team-oriented environment.
[Basic experience with Adobe Creative Suite a plus]

TRAVEL REQUIREMENT:

5% to 10%

TYPE OF POSITION:

Full-Time, Exempt

LIMITATIONS AND DISCLAIMER

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.

If you are interested in being considered for the position, please submit your resume online - <https://lifetrends.com/about/careers/>.

