

Marketing Communications Specialist

Job Description

Job Title: Marketing Communications Specialist
Reports To: Jennaca Markoe, Communications Manager
Department: Marketing Communications
Position Type:: Full-time, exempt, remote
Hours: 8:00 am – 5:00 pm PST
Salary Range: \$72,000 - \$79,000

Position Summary:

An integral member of the Communications Team, the Marketing Communications Specialist will be responsible for strategizing marketing campaigns and initiatives, developing marketing plans, and producing creative and effective marketing collateral and educational materials to promote the company's products and services to various audiences. A successful candidate will be adept at simplifying advanced products, concepts, and sales strategies into compelling and approachable information. Responsibilities include managing projects from beginning to end. This encompasses concepting, writing and editing, driving materials through the approval and design stages, proofing, and overseeing posting and distribution of materials. Additional responsibilities include supporting advertising compliance. The Marketing Communications Specialist will be expected to gain a strong knowledge of the company's fixed indexed annuity products and collateral, including audience, usage, and content. Inter-departmental collaboration, excellent organizational skills, exceptional follow-through, and the ability to follow detailed processes to deliver attentive work in a fast-paced environment are a must. A remote position with occasional travel to Petaluma, CA, is available for the right candidate.

Essential Duties of the Position (Percent of time):

Message Development and Copywriting (40%)

- Write creative, concise, and compelling copy designed to drive sales.
- Craft consistent messaging that translates features into benefits.
- Create and implement all manner of advertising and promotional material, including, but not limited to, brochures and inserts, online advertising, press releases, presentations, sell sheets, direct mail, audio/video scripts, emails, articles, call messaging, and white papers.
- Develop corporate messages, compliance notices, and educational and training collateral for internal and external audiences.
- Collaborate with the Communications Team to create concepts and campaigns that will increase brand awareness and make Legacy products stand out in the industry.
- Assist internal sales team and field partners with ongoing support requests, including development of tools such as sales PowerPoints, preapproved advertisements, calculators, illustrations, talking points, and sales scripts.

Editing (20%)

- Edit all manner of advertising and promotional material to ensure consistent voice, persuasive messaging, and adherence to corporate style and insurance carrier guidelines.
- Fact-check copy to verify details and authenticate sources.
- Communicate changes to writers in a constructive manner.
- Analyze and turn technical and/or legal information into easy-to-understand, compelling copy for specified target audiences.
- Establish and manage editorial standards for carrier language and corporate style.

Project Management (25%)

- Route materials for internal and external reviews, and incorporate feedback or negotiate changes as needed.
- Collaborate with the team's graphic designer on graphical layouts.
- Coordinate with the IT Team to post materials online and to create HTML and web content.
- Perform line-by-line proofing of designed materials and HTMLs to ensure output matches original content.
- Proofread company materials to ensure quality and consistency, brand and stylistic standards, accuracy, and compliance.
- Manage posting and dissemination of completed materials.
- Assist with email marketing, including scheduling, list segmenting, and reporting.
- Monitor the company website and existing marketing collateral to ensure content is current and relevant. Update marketing materials, rate materials, and online content as needed.
- Provide event support and webinar management, including sales PowerPoints development, webinar setup, and reporting.
- Collaborate on the launch and maintenance of company social media presence.

Advertising Compliance (5%)

- Provide backup support for Advertising Compliance Coordinator.
- Review marketing materials and field-generated advertisements for compliance with Legacy, carrier, and regulatory requirements.
- Manage carrier submissions, review, negotiations, and approval of materials.

Minimum Requirements to Perform Essential Duties of the Position:

- 1 Bachelor's degree in Communications, Marketing, English, Journalism, Advertising, or related field.
- 2 Three to five years of related experience.
- 3 Solid understanding of fixed indexed annuities and the financial services industry.
- 4 Proficiency in interpreting and simplifying complex policy forms and technical specifications, transforming them into clear, engaging, and effective sales and training materials.
- 5 Excellent written and verbal communications skills with the ability to adapt content and tone to connect with various audiences.
- 6 Proven ability to edit and proofread.
- 7 Excellent organizational skills and attention to detail.
- 8 Excellent time management skills with proven ability to meet deadlines while adhering to comprehensive project processes.
- 9 Strong project management and problem-solving skills.
- 10 Excellent proficiency in Microsoft Word, Excel, and PowerPoint, and Adobe Acrobat.

Ideal/Preferred Requirements to Perform Essential Duties of the Position:

- 1 Good working knowledge of current legal/regulatory/compliance requirements related to insurance marketing activity.
- 2 Familiarity with AP style guidelines.

***Legacy Essential Duties:**

In the spirit and support of Legacy's Corporate Culture, it is the expectation that all employees will act in ways that support our Values by participating in the following:

Communication - Ensure that information is delivered effectively for positive and strong relationships.

Continuous Improvement - Strive to set and reach a higher standard in everything you do.

Flexibility - Go outside of your regular job duties to support the team, department, and organization needs.

Performance Accountability - Create and meet objectives that are in sync with team, department, and organization goals and objectives.

Problem Solving and Conflict Resolution – Address problems and resolve conflict in a timely manner in an effort to find positive solutions and create action plans that support the bigger picture.

Recognition-Motivate co-workers by providing positive reinforcement of good to great results.

Shares Knowledge and Supports Others - Ensure the success of all team members and the organization.

Team Member Selection and Training - Participate in the acquisition and training of best possible talent. Provide on the job training, as needed.