

JOB DESCRIPTION

Job Title	Assistant Manager - Marketing	Job Reference No.	
Department	Sales and Strategy	Created / Revised	May 2021
Reports to	Assistant Vice President Sales	Staff Supervised	0

Type of position:	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor <input type="checkbox"/> Intern
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ACCOUNTABILITIES

Marketing

1. Lead all advertising, promotion, branding and marketing communications activities for maximum effectiveness.
2. Develop strategies and tactics to promote our company and drive qualified traffic to our front door
3. Develop marketing campaigns and own their implementation from ideation to execution
4. Responsible for the creation of promotional materials, including brochures, blogs, marketing copy, etc.
5. Produce valuable and engaging content for our website and social media accounts that attracts and converts our target groups
6. Oversee all marketing material, from website banners to hard copy brochures and case studies for the approval of the AVP Sales.
7. Partners with external providers, sponsors or third parties (printers, agencies etc.) for the production of all major marketing material and ensure all standards are met and are within budget and timeframe.
8. Recommend a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
9. Build strategic relationships and partner with key industry players, agencies and vendors
10. Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds to maximize value.
11. Measure and report on the performance of marketing campaigns, gain insight and assess against goals
12. Analyze consumer behavior and adjust email and advertising campaigns accordingly
13. Support Sales activities by:
 - i. Partnering with the sales team in the development of marketing programs and criteria to achieve sales goals.

- ii. Maximizing the effectiveness of sales support activities through various marketing initiatives
 - iii. Ensuring the collection, refinement and dissemination of successful marketing tactics
 - iv. Providing advice on Value Creation and Delivery, as well as Product and Brand Positioning
 - v. Working closely with the OECS sales leader on the development of comprehensive and differentiated marketing strategies for all products
14. Leads the planning and execution of corporate and sales events within budget and achieving effectiveness.
 15. Undertakes special projects and assignments as may be determined by the Assistant Vice President Sales from time to time.

Branding

16. Develop and execute approved strategy-aligned plans and related budgets for improved brand equity.
17. Promote an improved brand positioning, improved portfolio growth and improved revenue generation through advertising, promotion and marketing communications.
18. Maintain customer relationship programs and track customer satisfaction.
19. Ensures that the content of promotional material and advertisements is compliant with standards

Communications

20. Prepare comprehensive responses to assist with the resolution of responses to incoming marketing related inquiries and requests from customers, the media, the public and other mediums within established time frames.
21. Provides fact-checking, copy-editing, and formatting assistance during the creation of mailers, website content, and other promotional materials
22. Consults with appropriate departments on internal/external communications issues and the production of publications and other material.

SKILLS REQUIREMENTS

- Excellent written and verbal communication skills
- Displays the ability to make timely decisions that keep the organization moving forward
- The ability to adapt approach and demeanour to match the demands of the situation
- The ability to plan/prioritize work to meet commitments aligned to organizational goals
- Strong research and analytical skills
- In-depth understanding of the company's current products and future concepts
- The ability to think creatively and innovatively
- The ability to manage complexity
- The ability to drive results

- The ability to apply knowledge of the business and marketplace to advance the organization's goals
- The ability to work effectively with advertising agencies
- Willingness and ability to negotiate improved quotations
- The ability to ensure standards
- Willingness to be out in the market to gain understanding of requirements
- Budget-management skills and proficiency
- The ability to forecast and identify trends and challenges
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.
- The ability to build effective teams and relationships to work effectively and efficiently with all stakeholders

EXPERIENCE REQUIREMENTS

- Minimum of four (4) years demonstrable experience in a similar role

EDUCATION AND KNOWLEDGE REQUIREMENTS

- Bachelors' Degree in Management/Marketing/Mass Communications from an accredited institution.
- Knowledge of the insurance industry and/or Credit Union environment would be considered an asset
- A Masters' degree would be considered an asset