



JOB POSTING: Marketing Representative

Take Your Career to New Heights!

Join Our NLC Insurance Team!

About NLC Insurance:

For nearly 200 years, NLC has offered reliable protection to customers throughout all stages of life, through our exclusive partnerships with the best Independent Agents. Our comprehensive suite of products and services is tailored to address a broad range of customer needs. While we continuously invest in technology to enhance efficiency and service quality, we remain committed to maintaining direct and meaningful communication with both our agents and customers. We are more than an insurance provider; we are a dedicated team devoted to supporting our agents and customers. At NLC, we cultivate a collaborative work environment that supports employee development, particularly for leaders who seek ongoing learning and professional advancement.

Your Role:

As a Marketing Representative, you will help grow our business by working with agents to find and keep profitable customers. You'll manage your own territory, build strong relationships with both new and existing agents, and support them in reaching shared business performance goals. You will also promote NLC's products, offer support and training, and work with our team across functions to solve problems and improve performance. Your efforts will contribute directly to our success and help you grow your own career.

What You'll Do:

- Manage and take ownership of assigned territory to drive profitable growth while meeting established financial and operational objectives.
- Lead territory and agency management processes (e.g., agency prospecting, new appointments, business planning, training, production visits/sales calls, agency reviews, compensation, agency plant optimization).
- Establish position as a trusted advisor by delivering product expertise, underwriting philosophy, system training, and coaching to support retention and new business development.
- Create and execute high-quality agency strategies/initiatives using analysis, insights, and local marketplace expertise to achieve premium, profit, and new business goals.
- Ensure quality of new business flow, appropriate book mix, and overall risk management of both individual agency books and the overall assigned territory.
- Collaborate with internal business partners to identify opportunities, solve problems, share competitor and industry intel, and provide the voice of the agent/customer.
- Provide guidance/feedback on agency initiatives and experience.
- Identify/raise business performance gaps and opportunities for improvement.



Core Competencies:

- Customer Centric
- Relationship Building & Networking
- Product Knowledge & Industry Expertise
- Sales & Negotiation
- Strategic Marketing & Market Analysis
- Data Analysis
- Problem-Solving
- Communication & Presentation Skills
- Technology Proficient
- Adaptability

Qualifications:

- 3+ years of sales, marketing, or relevant business experience (ie. underwriting, product, claims)
- Bachelor's degree preferred
- Working knowledge of Independent Agents, current business conditions, competitors, and market/territory specific issues. Good business acumen.
- Proven experience cultivating and building effective business relationships
- Strong verbal and written communication abilities
- Ability to collaborate & foster teamwork
- Ability to use/apply technology & digital tools including laptop computers, mobile devices, standard business software (ie. MS Word, Excel, PowerPoint, TEAMS, Outlook), agency management systems, comparative rating software (ie. PL Rater, EZ-Lynx, SinglePoint).
- Ability to work independently, with minimal direction and structure. Self-motivated, organized, and driven to succeed.
- Demonstrated fluency with insurance rules and regulations, policy, product, and service requirements.
- Professional Industry Designations/Licensing preferred (ie. CPCU, CIC, P&C License)
- Ability to operate a motor vehicle
- Ability to travel, as needed (~50% at a minimum)

Ready to Apply?

Please submit your application to: employment@nlcinsurance.com

Application Deadline: Open Until Filled

Location:

Home office: Norwich, CT 06360

Territory: Southern New England (RI, MA, CT)

NLC Insurance is an Equal Opportunity Employer