

Position Opening

Marketing Representative

Position Available: Marketing Representative

Date: March 7, 2022

Job Summary:

Manage business development within an assigned territory by partnering with existing agents and appointing new ones, to acquire new and retain existing profitable accounts. Partner with NLC staff and management to influence and execute a territory strategy and production plan to exceed goals in a competitive marketplace. Promote NLC's products and services with agency staff at all levels. Meet with agency principals to have business conversations that advance deeper partnerships while also being able to meet with producers, account managers, and agency staff to increase engagement, commitment, and production with NLC. Has the ability to hold others accountable for mutually beneficial outcomes.

Essential Job Functions:

- Identify and appoint independent agents committed to profitable growth goals consistent with NLC's sales plan and strategic objectives.
- Lead and drive agency planning, agency visits/calls, and agency reviews for assigned territory to deliver business outcomes and achieve territory business objectives.
- Provide advice and consulting support on our products to agents and their staffs, including product introduction, training and reinforcement.
- Inspire and motivate assigned agents to meet/exceed individual and territory growth and profit objectives.
- Provide personal and commercial field underwriting support for our underwriting staff and agents: i.e. inspections and quotes.
- Identify, capture, and share intelligence on competitors' value propositions, marketing/sales/underwriting practices, and product/rate changes.
- Develop and maintain deep knowledge about assigned territory, including social-economic conditions, marketing conditions and emerging opportunities/risks.
- Actively support product research and development process.
- Actively lead/support agency engagements/programs: i.e. outings, seminars, conventions.

QUALIFICATIONS:

- Minimum three years Property & Casualty insurance related experience
- Bachelor's degree, or equivalent professional level of knowledge/related experience
- Working knowledge of Independent Agents, current business conditions, competitors, and territory specific issues

- CPCU, CIC designations/participation in programs, or other industry designations, preferred
- Computer (MS Office) proficiency
- Valid driver's license.
- Ability to travel, as needed (~70% at a minimum). Required to be in the office once per month.

PHYSICAL DEMANDS:

Normal office; considerable use of PC. Remote work environment.

Please refer resumes to Dana Dowdell, HR Consultant at dana.dowdell@nlcinsurance.com.