



Job Description

Job Title: Marketing Specialist

Department: Marketing

Reports To: Marketing Supervisor

FLSA Status: Exempt

General Summary:

The Marketing Specialist is responsible for assisting the Marketing Department with traditional and digital media, marketing promotion, photography, and upholding the brand of AFR Insurance.

Essential Duties and Responsibilities:

- Assist in managing the AFR social media platforms and digital advertising campaigns.
- Assist with ordering and processing of AFR Company store orders and design new inventory items.
- Assist with upholding the brand of AFR Insurance and reviewing items for brand consistency.
- Develop and implement marketing campaigns.
- Assist the AFR Life team when required.
- Work with AFR Insurance agencies and internal departments to create graphic design materials and assist with projects where needed.
- Effectively coordinate marketing efforts with agents and internal departments.
- Deliver supplies to agents and assist where needed at events.
- Help with advertising initiatives and social media management.
- Assists with design, layout, and written content for electronic, print, merchandise/promotional, multi-media communications and graphic arts projects.
- Meets regularly with Marketing Supervisor to ensure communications (blogs, videos, social media) align with strategic goals.
- Ensures diversity of programs and backgrounds in communication efforts.
- Plans, manages, and executes advertising strategies and campaigns to acquire, retain and expand relationships with customers and identified target segments, collaborating with third party marketing firms as needed to achieve this goal.
- Executes targeted marketing campaigns, including development and coordination of direct mail, advertising through multiple platforms, creates content for posts on all AFR social media platforms, branch signage, and website content. Tracks and reports results.
- Oversees and reviews social media strategies, while maintaining compliance with the AFR's social media policy and procedures, assuring all forms of advertisement meet compliance requirement.
- Assures AFR's website is updated with accurate and relevant information to assist customers with their needs.
- Manages email marketing by keeping current lists, creating content, coordinating, and scheduling customer email communications.
- Reviews analytics for website, social media, customer reviews and recommends strategies accordingly for AFR initiatives.
- Collaborate with Marketing team to develop targeted marketing programs that assist in achievement of company goals.
- Assist in the planning and conduct of the AFR annual convention.
- Coordinates customer events such as open houses and other AFR related public relations events.
- Creates press releases.
- Coordinate promotional material purchases.
- Willingness to travel to all agency locations as directed.
- Other duties as assigned.

Required Education: Bachelor's degree in Marketing, Graphic Design, Communications, or related field

Equivalency/Substitution: Will accept 48 months of related experience in lieu of the Bachelor's degree.



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Skills:

- Excellent verbal and written communication skills.
- Detail oriented for accuracy of data and information.
- Proficient in Microsoft Office (Word, Outlook, and PowerPoint).
- Editing, proofreading and composition skills.
- Organized and ability to handle multiple projects and meet deadlines.
- Ability to work well with interdepartmental teams and initiatives.
- Good organizational and interpersonal skills.

Job Requirements:

- Ability to read and interpret documents.
- Ability to create and execute marketing campaigns and interpret analytics.
- Strong written and verbal communication.
- Work efficiently and effectively (able to prioritize multiple projects and meet deadlines).
- Ability to be proactive on projects and collaborate with other people and departments.
- Strong attention to detail and the use of creative and critical thinking skills.
- Effective time management and problem-solving skills.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- To perform this job successfully, an individual should have a working knowledge of Adobe Creative Suite and HubSpot.
- Proficient in office skills as well as Microsoft Word and Excel.
- Excellent verbal and written skills as well as strong interpersonal communication skills.
- Ability to multi-task, utilize time management to meet deadlines, and work independently.
- Proficient in the Adobe Suite, ex., Photoshop, Lightroom, Premiere Pro, InDesign, Illustrator, etc.
- Proficient with social media platforms, including Instagram, Twitter, Facebook, and LinkedIn.
- Experience with website design.

Certificates/Licenses:

- Property & Casualty and a Life & Health Insurance License optional.
- Valid Oklahoma drivers license required. Driver privileges in good standing.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Position is primarily in-office with the possibility of occasional remote work.

While performing the duties of this Job, the employee is regularly required to talk, hear, use hands, walk, stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. The noise level in the work environment is usually moderate.

AFR is an Equal Opportunity Employer. Qualified applicants will receive consideration for employment without regard to race, color, gender, religion, sex, sexual orientation, age, disability, military status, or national origin or any other characteristic protected under federal, state, or applicable local law.

***Please note that employment at AFR is contingent upon completion of a drug test and satisfactory background check. This is a safety sensitive position.**