



Job Title	Marketing Communications Specialist
Department	Marketing & Sales
Date Posted	3/22/2010
Contact Email	CareersKC@americo.com
Job Summary	The Marketing Communications Specialist develops compliant communications and sales tools that strengthen relationships with outside agents and Individual Marketing Organizations (IMOs) to drive sales.
Job Description	<p>We are currently looking for a Marketing Communications Specialist. This position will be responsible for developing compliant and compelling sales and training tools for agents. This includes development of marketing materials, presentations, advertising, video scripts, web copy, and the packaging of calculators and insurance illustrations. Responsibilities also include:</p> <ul style="list-style-type: none">• Developing communications for internal and external audiences regarding product, service, process, and industry.• Developing and maintaining the Americo brand.• Working with the Legal, Actuarial, and Operations departments to make sure that all communications and tools are compliant and adhere to company policies.• Maintaining and implementing rigorous tracking and filing system according to departmental and regulatory guidelines.• Cross training with marketing associates to assist in a variety of functions.
Job Qualifications	<p>Candidates for the Marketing Communications Specialist should possess the following:</p> <ul style="list-style-type: none">• Life insurance marketing experience. Ideally, experience in working with and marketing to independent insurance agents.• Excellent writing skills.• Comfortable in the use of desktop publishing and other required software (Quark Xpress, Adobe Creative Suite, Photoshop, Microsoft products)• The ability to manage and prioritize multiple high priority projects simultaneously and accept a wide variety of feedback.• An understanding of insurance advertising regulations as well as to be able to create compliant communications for the company.• Experience writing web copy. <p>Insurance marketing experience is required. A four-year college degree is required.</p>
Employment Type	Full Time
Education Requirements	Bachelors Degree