

POSITION DESCRIPTION

Job Title: Associate Director of Sales & Marketing
 Status: Exempt
 Department: Sales & Marketing

PURPOSE:

This senior level position will serve as one of the leaders of sales and marketing activities within Allied National. The position shall include: oversight of the sales and marketing staff, creation and implementation of annual sales and marketing plans that promote and deliver Allied National products and services through agent distribution networks. This position will also be responsible for all direct to market initiatives.

ESSENTIAL FUNCTIONS:

- 60% 1. Provide direction and oversight of all marketing and sales activities.
 - a. Create marketing materials
 - b. Maintain graphics integrity in all printed and electronic materials
 - c. Oversee the management of websites
 - d. Be a leader to the marketing team
 - e. Set and track sales performance goals

- 15% 2. Oversee the recruiting, hiring and training of marketing and sales staff. Recruit, train and assign external sales staff.
 - a. Approve and maintain marketing and agent training events
 - b. Approve participation in trade shows, industry events and GA sponsored events
 - c. Work in collaboration with the HR Department for hiring and terminating employees
 - d. Compensation recommendations for sales and marketing staff per the policies and procedures of the company
 - e. Conduct disciplinary actions for internal staff as needed

- 5% 3. Collaborate with company executives to provide sales and marketing resources that support the mission and goals of Allied National. Support senior management in the development of new products.

- 5% 4. Track and report all sales and marketing results to company executives.

- 5% 5. Insure that the Sales and Marketing departments consistently contribute to the growth and profitability of Allied National.

- 5% 6. Manage the Sales department's use of Contact Management and Win Allied Proposal System then make improvements as needed.

- 5% 7. Collaborate with the Director of Underwriting to support the underwriting systems and processes. Create cooperative sales efforts to attract, quote, issue and service new clients. Improve performance and sales increases.

REQUIREMENTS

(Management retains the right to add or change the functions of this position at any time)

1. Knowledge of insurance agents, brokers, carriers and TPAs
2. Five years of experience with group health plans
3. Knowledge of the regulatory and legal aspects of the health insurance industry
4. College degree preferred
5. Experience with marketing concepts and principles, including social media
6. Solid presentation skills
7. Demonstrated decision making ability and proven leadership skills
8. Strong communication and organizational skills
9. Ability to work within a team environment
10. Ability to adapt to change
11. Ability to deliver consistent daily personal engagement
12. Ability to speak English fluently. Ability to read, comprehend, give and follow verbal and written English instructions
13. Ability to meet company attendance requirements
14. Ability to work under and handle stress of varying work loads, deadlines and analyzing various situations and making appropriate decisions

FACTORS IMPORTANT TO SUCCESSFUL PERFORMANCE OF POSITION:

Creative Ability	Communication Skills	Innovative Thinking
Problem Solving	Interpersonal Skills	Leadership
Analytical Ability		

Must be able to communicate in a professional manner with agents, employer groups, and employees. Have creative ability to develop and oversee implementation of marketing campaigns. Interpersonal skills are necessary to work in a harmonious manner with staff members, vendors, and management. Excellent communication skills are required to support/supervise employees and build agent relationships. Analytical ability is necessary to analyze data and trends in the market place and find creative ways to effectively market Allied National's products to agents.

PHYSICAL DEMANDS OF POSITION:

Standing/Sitting	85% of time	Presentations, Conventions, remain at desk to perform duties, coach employees, conduct meetings, etc.
Walking	30% of time	Interact with employees, attend meetings
Lifting/carrying 10 lbs.	20% of time	Supplies, displays

Reaching	30% of time	Operate PC, telephone, materials on desk, reports and manuals
Speaking/Hearing	85% of time	Contact with vendors, agents, client, staff, phone conversations, listening to employees, presentations
Seeing	100% of time	Reading product brochures, analyzing data or proposals on PC, review reports

NOTE: Applicants, who need accommodation for an interview or job testing, please request this in advance to the Human Resources department.