

POSITION DESCRIPTION

Job Title: Executive Director Sales & Marketing
Status: Exempt
Department: Marketing

PURPOSE:

The Executive Director (Ex Dir) reports to the Executive Vice President and is responsible for the development, implementation, and management of the organization's nationwide sales and marketing activity including General Agent/agent marketing, direct to employer sales, communications, market research, and sales promotion activities. The Ex Dir is responsible for the evaluation, training, direction, development and motivation of all staff members.

The Ex Dir shall work with the senior management team to create and implement marketing, communication and sales strategies that grow top line revenue by promoting Allied's products as well as the core strengths and capabilities of the company, developing a strong marketing and sales team, supporting constant improvement in the technology platforms and operational systems that manage the marketing and sales process, and strive consistently to protect and grow the Allied National brand.

ESSENTIAL FUNCTIONS:

1. Develop complete knowledge of Allied products, underwriting requirements and licensing procedures.
2. Develop, implement, and evaluate marketing strategies designed to increase sales of Allied products.
 - a. Assist with the development of marketing brochures based on feedback from the field and analysis of the marketplace.
 - b. Develop and implement promotional activities to increase market penetration of the Allied products.
 - c. Identify, develop and grow distribution channel relationships and partnerships.
 - d. Develop and implement a Direct to Employer sales unit.
3. Interview, hire, train and direct the sales and marketing staff in all areas of the sales and marketing function.
4. Maintain current knowledge of industry trends and competition within the marketplace, and apply that knowledge in the development of successful marketing strategies.
5. Exhibit and market Allied products at select industry trade shows, conferences/meetings. Conduct select on-site agent seminars for marketing and educational purposes.
6. Implement and monitor department procedures or modifications of procedures and/or performance standards in accordance with company, carrier and/or insurance department requirements.

7. Evaluate staff objectively on a regular basis and actively participate in goal setting and attainment of objectives for each department member.
8. Recruit, evaluate, train and manage Allied National's sales force.
9. Act as a liaison with other departments in the organization to notify appropriate staff of various sales and marketing campaigns.
10. Field and respond to phone calls referred by other departments/officers.
11. Establish and sustain working relationships with key agency principles and general agents.

REQUIREMENTS:

1. Minimum five years of supervisory/management level marketing experience in the Accident and Health market. Must hold current Accident and Health Agent's license.
2. Minimum five years field and brokerage experience.
3. Good interpersonal and communication skills and the ability to direct and motivate department toward company objectives.
4. College graduate.
5. Ability to speak English fluently with demonstrated presentation skills. Ability to listen to clients, express self clearly and courteously, respond with patience, confidence and accurate information.
6. Ability to read, comprehend, follow and give written or verbal English instructions.
7. Ability to travel via airlines or automobile approximately 20 percent of time. Must have valid Driver's License and own vehicle.
8. Ability to meet company attendance requirements.
9. Ability to withstand the stress of meeting deadlines and departmental objectives, phone calls from irate agents, and employee disciplinary action.
10. Ability to sit/stand at workstation for extended periods. Ability to stand for extended periods while exhibiting during presentations and/or conventions.
11. Ability to lift and transport 25 lbs.

FACTORS IMPORTANT TO SUCCESSFUL PERFORMANCE OF POSITION:

Creative Ability
 Problem Solving
 Analytical Ability

Communication Skills
 Interpersonal Skills

Must be able to communicate in a professional manner with agents, employer groups, and employees. Must 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 and 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's products to agents.

PHYSICAL DEMANDS OF POSITION:

Standing or Sitting	70% of time	Presentations, Conventions
Walking	30% of time	Interact w/employees, attend meetings
Lifting/carrying 10 lbs.	20% of time	Supplies, displays
Reaching	30% of time	Operate CRT, phone
Speaking	60% of time	Contact with vendors, agents, client, staff
Hearing	60% of time	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.