

JOB DESCRIPTION

JOB TITLE:	Marketing & Communications Manager
REPORTS TO:	Sales & Marketing Director
JOB REF:	INS_SM/MCM1109
LOCATION:	Brighton
SALARY:	circa £34K pa, (37.5 hrs pw) dependent on skills & experience.
BENEFITS:	25 days holiday + bank holidays, excellent benefits package inc. non-contributory pension scheme and private medical insurance, plus on going CPD support
DATE:	November 2009

PURPOSE

To implement a B2B marketing and communications plan that positions Insurecom as the software solutions provider of choice for Insurers and General Insurance Brokers, facilitating commercial targets for new business.

The role supports the Sales & Marketing Director, the account management team and the business development department. The position is based in Brighton but UK travel will be required.

KEY RESPONSIBILITIES

Key Outputs

1. To manage all internal and external delivery of marketing and communications activity including: campaigns, PR, advertising, events, case studies, road shows and telemarketing.
2. To have an understanding of the requirements of the General Insurance Broker and related business sectors and how Insurecom's products and services meet their needs.
3. To have an understanding of the key competitors, their market and positioning.
4. To work with the sales and market analysis teams to ensure marketing activity is correctly targeted, followed up and measured.
5. To ensure the Insurecom brand is consistent and effectively policed.
6. To own all web collateral and work with the web design team to ensure Insurecom's web site is developed and maintained as an additional channel to market.
7. To create, implement and maintain electronic customer newsletters as a means of keeping various client channels informed of relevant information on the market and Insurecom.
8. To carry out other duties as may be reasonably requested.

Dimensions

To work with the account management team, business development team and insurer relations teams to ensure successful delivery of business objectives.

PERSONAL SPECIFICATION

Qualification

- Higher level marketing qualification.
- Competent word, power point and excel user.
- Copywriting skills are highly desirable.
- Mac knowledge advantageous.

Skills/knowledge

- Be able to demonstrate a high level of presentation, communication and listening skills at all levels.
- Customer focused and able to continually assess and react to the changing needs of customers.
- Focused on ROI from marketing spend.
- Self-motivated, very hands on and able to use own initiative.
- Flexible and adaptable in their approach.

Experience

- Proven track record of successfully marketing ERP, ebusiness and associated solutions.
- General working knowledge of the insurance broker and or financial services market would be advantageous.
- Experience dealing with suppliers and customers at all levels.
- Excellent written (copy writing) and creative communication but with a real eye for detail

Competencies

- Able to work and deliver in a fast pace ever changing environment.
- Able to work under pressure and on their own initiative whilst handling multiple projects.

Additional Conditions

Must be eligible to live and work in the UK.

Full clean driving licence.

Must be prepared to travel throughout the UK.

Extended hours where necessary.

TO APPLY

If you wish to apply for this vacancy please send your CV with a covering letter telling us how you meet the person specification criteria to recruitment@insurecom.co.uk

Or post direct to:

HR Department
Insurecom Ltd
171-173 Preston Road
Brighton BN1 6BN