

# Insurecom

<b>JOB TITLE:</b>	Technical Communications & PR Executive
<b>JOB REF:</b>	INS_EM/TC&PRE0610
<b>REPORTS TO:</b>	CEO
<b>SALARY:</b>	circa 34K pa, dependent on skills & experience. (37.5 hrs pw)
<b>BENEFITS:</b>	25 days holiday + bank holidays, excellent benefits package inc. non-contributory pension scheme, private medical insurance plus on going CPD support
<b>LOCATION:</b>	Brighton
<b>DATE:</b>	June 2010

Based in Brighton Insurecom is a fast paced technology company offering software and services to the Insurance industry with a 700 strong customer base across the UK. We are looking for an exceptional individual to add to our marketing function in this challenging and diverse role.

## MAIN PURPOSE

Under the direction of the CEO, you will be assisting the implementation of the communications plan to promote the company and its products, with copy & PR responsibility for delivering all related material. 70% of the role will be to deliver on the copy/feature requirements with the rest of the role concentrating on PR and events.

The role supports the CEO, the Account Management and Business Development teams and works in close conjunction with a Branding/Creative Designer.

The position is based in Brighton but occasional UK travel will be required.

## KEY RESPONSIBILITIES

### Key Outputs

- To be responsible for all written copy relating to PR, Websites, Product Information, Newsletters and Case Studies.
- To develop and implement, under the direction of the CEO, all internal and external delivery of marketing communications activity including but not limited to: customer newsletters, PR, advertising, events, case studies, road shows and telemarketing.
- To own the structure and PR of all conferences and events that Insurecom either organise or participate in. Working closely with the Executive Assistant surrounding the logistics.
- To be the key contact and liaison for all media queries and ensure that key communication and PR messages are integrated and consistent with the business strategy.
- To ensure the Insurecom brand is consistent and effectively policed promoting this internally as well as externally.
- 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.
- 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.
- Travelling to and attending events and conferences as and when required including some overnight excursions.
- To be responsible for the Marketing materials. Keeping track and ensuring the maintenance of all company equipment. Monitoring of stock levels and ordering of all promotional items.
- To gain an understanding of the requirements of the General Insurance Broker and related business sectors and how Insurecom's products and services meet their needs.
- To gain an understanding of the key competitors, their market and positioning.
- To work with the sales and market analysis teams to ensure marketing activity is correctly targeted, followed up and measured.

- To work with the CEO, SMT & HR to develop an effective internal communications strategy to facilitate employer branding and staff engagement. Be responsible for the writing and delivery of all internal communications.
- 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/media qualification.
- Copywriting skills are essential.
- Competent word, power point and excel user.
- Mac knowledge advantageous.

#### **Skills/knowledge**

- Be able to demonstrate a high level of presentation, communication and listening skills at all levels.
- Excellent written skills.
- Customer focused and able to continually assess and react to the changing needs of customers.
- To have strong consumer and product awareness.
- Good attention to detail and accuracy.
- Focused on ROI from marketing spend.
- Self-motivated, very hands on and able to use own initiative.
- Good knowledge of marketing techniques.
- Flexible and adaptable in their approach.

#### **Experience**

- Excellent written (copy writing) and creative communication but with a real eye for detail
- 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.

#### **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](mailto:recruitment@insurecom.co.uk)

Or post direct to:

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