

ROCKFORD MUTUAL INSURANCE COMPANY

JOB TITLE: Marketing Representative

SUMMARY

Under limited supervision, coordinates and oversees the prospecting for, contracting and terminating of agents; oversees the introduction and promotion of new or revised products and changes in procedures; assists agents with quotations and sales of RMIC insurance products. Maintains contact with current reinsurance clients as well as promoting and training on new products and procedures; helps with the prospecting of potential reinsurance clients by assisting in securing data for quotes. Assists VP-Marketing and Sales with Special projects as requested.

EDUCATION

College degree preferred and 5+ years of general insurance experience. Underwriting/Marketing experience a plus. CPCU or CIC preferred.

POSITION REQUIREMENTS

Good communication and organizational skills. Good decision making and judgment ability. Neat appearing. Computer knowledge. Must be able to travel. General insurance schooling or licensed agent/broker. Five or more years insurance experience (underwriting recommended).

PRIMARY RESPONSIBILITIES

Coordinates and oversees the various activities of the Marketing area:

- Corresponds and communicates with affiliated insurance companies, agents and other company personnel
- Keeps abreast of current developments in systems and techniques used by Insurance by studying the appropriate trade material and/or taking part in appropriate seminars and professional organizations
- Makes appointments with agency marketing force and reinsurance clients
- Oversees the introduction and promotion to the marketing force of new or revised products and changes in procedures
- Coordinates the prospecting and contracting of agents for the marketing force
- Recommends agency contract terminations when necessary
- Assists with the inspection of risks and makes recommendations to agents and underwriting
- Technology and Product training
- Assists in quoting of risks for agents and underwriting
- Assists with review of agency production and makes recommendations
- Analyzes agency production and loss records and makes recommendations
- Assists in other areas of Marketing when requested
- Reviews applications for insurance coverage and accepts, rejects and modifies requests based upon established guidelines-Orders surveys and financial reports of risks and reviews these reports for risk acceptability
- Reviews loss and monitors loss experience for each account
- Recommends loss control procedures based upon financial, inspection and claims reports
- Assists in rate analysis and underwriting guidelines
- Assists in analyzing website application systems for improved efficiency
- Participates in Company projects as needed
- Regularly communicates with internal and external employees and customers in a manner that supports department and company objectives.