

United Church Insurance Association dba Insurance Board

Position Description

Vice President, Marketing and Sales
Cleveland, OH, US
Reports to President and CEO

Summary:

Serve as the lead sales and marketing executive for the Insurance Board (IB) whose primary responsibilities include planning, advising, and setting the strategic direction for the sales and marketing department to increase market share within the denominations served. Work with the CEO in executing the strategic marketing plan for the organization, including identification of target opportunities for new business and enhancing the IB brand to maximize profitable growth.

Essential Job Functions:

1. Direct new business development and marketing efforts to achieve company goals.
2. Develop and implement denomination-specific branding strategy across all lines of communication.
3. Manage independent agent distribution network to maximize market share geographically.
4. Direct the marketing program in support of strategy to be a value-added provider of insurance and risk management resources, including collaboration with loss control in the development and delivery of newsletters, workshops, social media, and other resources.
5. Interact with denominational leadership to maximize sound relations and goodwill in support of mission, and to better understand (and articulate) denominational polity.
6. Interact with individual participants and prospects as needed to ensure exceptional customer service.
7. Lead the development of company marketing and distribution strategies.
8. Analyze competitive environment and recommend appropriate tactics in order to achieve company goals and maintain competitive posture.
9. Identify critical denominational events for Insurance Board participation.
10. Represent the program in an ethical, committed, professional, and knowledgeable manner at all times.
11. Track, assess, and report on agent performance and recommend action as required, including appointments and terminations.
12. Supervise the Marketing & Communications Manager, and Director of Member Services positions.
13. Prepare and manage departmental budget.
14. Maintain professional and technical knowledge of industry standards and best practices.
15. Work within the cultural environment and support the mission of a faith based organization.
16. Analyze sales statistics to determine sales potential and new business growth opportunities.
17. Present to and work with Marketing Committee of Board of Directors to institute effective marketing policies to enhance our sales and marketing efforts.
18. Travel as necessary to ensure IB visibility, conduct IB business, and to keep the IB staff apprised of relevant marketplace, client, and competitor data.
19. Present to outside constituencies as needed.
20. Operate at all times with integrity.

Required Qualifications

Education, Training and/or Experience

Bachelor's Degree, in business, marketing or related field, with a minimum of five years experience in commercial property and casualty insurance plus three years experience in sales management. Ohio Property and Casualty License.

Knowledge, Skills, Abilities and Personal Characteristics

1. Strong communication, negotiation and presentation skills.
2. High degree of initiative and independent judgment.

3. Demonstrated track record of successful sales and relationship building.
4. Polished, poised, and articulate individual with the highest degree of ethics.
5. Understanding of and willingness to subscribe to, and be comfortable with the doctrines of the denominations served.
6. Computer skills; Microsoft applications, database management and spreadsheet capabilities.
7. Skilled in working collaboratively across functional lines and team building within the organization.
8. Ability to travel 1-3 times per month.

Certifications, Licenses, registrations

Property and casualty insurance license.

Additional Demands

Physical and Mental Demands:

Nature of work requires an ability to effectively communicate and exchange information, collect, compile and prepare work documents utilizing standard business office equipment. Frequent out of state travel.

Working Conditions:

Hours of work may exceed normal business hours. Will require periodic day and overnight travel (30% or more).

This job description is not intended to be an exhaustive list of all responsibilities, duties or skills required for the job and is subject to review and change at any time, with or without notice, in accordance with the needs of IB. Since no job description can detail all the duties and responsibilities that may be required from time to time in the performance of a job, duties and responsibilities that may be inherent in a job, reasonably required for its performance, or required due to the changing nature of the job shall also be considered part of the job holder's responsibility.

About Us:

The Insurance Board is a property and liability insurance program representing churches within the United Church of Christ, Christian Church (Disciples of Christ), Presbyterian Church (USA), and the Alliance of Baptists denominations. The program handles more than 3,900 churches across all 50 states.

Contact for Interested Persons:

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