



**Job Title:** Agency Relations Specialist  
**Department:** Marketing  
**Reports to:** Director of Marketing and Policy Holder Services

**Position Summary:**

The Marketing Representative develops and maintains our company’s relationships with the independent insurance agencies that market our products to their clients. The ideal candidate is one who will reach out to this community, learn about individual agents’ unique needs, and consult with confidence about our resources and services.

This position oversees all aspects of our agency relations activities, including relationship building, contracts and incentives, communications, events, training, resource development, and serves as our liaison to insurance industry associations and other business groups.

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**Essential Functions:**

- Develop and administer the Agency Management Plan for contracted agencies.
  - Collaborate with underwriting to coordinate and maximize agency-focused outreach.
  - Utilize agency management data to partner with agencies and producers to generate a mutually profitable book of business.
  - Understand agency economics and through proactive relationship management provide agencies with reports to help them maximize their incentive earnings (qualification).
  - Serve as the primary contact for agency contracts, commission, incentive agreements, and agency concerns. Actively listen and investigate challenges with the purpose of finding corrective action.
- Devise marketing campaigns with the goal of increasing product awareness and increasing quoting and binding activity among agency partners.



- Collaborate with business units to develop or update and deliver agency programs and communications.
  - Oversee processes related to agency feedback, surveys, focus groups and panel discussions.
- Proactively provide agencies with company information, training and guidance on company systems, services, and related resources.
  - Identify agency needs as it relates to customer service, training, and marketing collateral.
  - Conduct agency field visits based on strategic initiatives.
- Act as a liaison to insurance industry associations and other segmented business trade groups.
  - Employ relationship-management tactics and networking skills to increase brand awareness and promote the company within the independent agent community.
  - Project-manage all trade shows and convention activities.
  - Conduct business outreach activities within various industry sectors.

## Job Qualifications

### Education:

Bachelor's degree in Business Administration, Marketing or related field.

### Experience:

Five years of experience in marketing or communications.

### Required Skills/Abilities:

- An energetic, forward thinking professional with strong communication and interpersonal skills.
- Demonstrated ability to build and maintain relationships.
- A skilled project manager, capable of managing multiple initiatives.
- Organized and self-directed team player who demonstrates sound judgment, and makes timely and effective decisions.
- Demonstrated ability to prospect and engage in new relationships and educate clients on products and services.
- Travel required over 25% of the time.



### **Values and Mission:**

Adheres to New Mexico Mutual's values and mission by demonstrating Service Excellence, Trust, Ownership, One Team and Boldness in thought and action.

### **Positive Attitude:**

Develops and maintains positive working relationships with team members, customers, co-workers and management by demonstrating effective communication and collaborative skills.

### **Working Conditions:**

- **NEW MEXICO MUTUAL** maintains general office conditions with light physical demands.
- Employees of **NEW MEXICO MUTUAL** adhere to all safety rules and regulations including building security.
- Employees participate in ensuring safe and efficient operating conditions that safeguard employees and facilities.
- **NEW MEXICO MUTUAL** maintains a drug free environment; drug testing prior to employment as well as upon a work-related accident.
- Exposure to VDT screens.
- Travel required over 25% of the time.