



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

Position Summary:

The Marketing Specialist should be a competent professional able to grasp consumer behavior trends and generate creative ideas. You should also be well-versed in specialized marketing concepts, principles and tactics. The Marketing Specialist assists in designing, creating, and delivering marketing programs to support the growth and expansion of company products and services. The goal is to deliver effective marketing programs that will help our reputation and growth.

Essential Functions:

- **Manages the day-to-day administration for sales and marketing workflow.** Maintains assigned stakeholder databases and documentation. Manages the distribution of marketing communications through email, print, mail, and social media.
- **Serves as a customer service liaison for all stakeholders.** Provides service excellence to external and internal stakeholders through administrative and marketing support services, communications, trainings, problem resolution and social engagements. Builds and maintains relationships through field visits and networking event attendance.
- **Assists in the development and implementation of marketing strategies, campaigns and tactics.** Provides creative input and support services for brand management and advertising campaigns including print and radio, sponsorships, charitable giving, social media, press release communications and website maintenance. Secures, tracks and manages inventory of branded collateral and promotional items.
- **Facilitates meeting and event planning oversight for marketing activities, trainings and special events.** Coordinates planning and event logistics for agency, policyholder and business outreach events to include onsite set up, location scouting, vendor contracts, registration and attendee tracking and event hosting.



Job Qualifications

Education:

Bachelor's degree in Marketing, Communications, or a related field.

Experience:

Three years of marketing experience.

Required Skills/Abilities:

- Passion for the customer experience combined with strong problem resolution, negotiation and influencing skills.
- Excellent interpersonal, communication, and conceptual-thinking skills.
- Strong technical writing skills including grammar, spelling, composition, and proofreading abilities.
- Ability to work independently to manage and prioritize project assignments to meet competing deadlines.
- Knowledge of business intelligence and data analysis practices, reporting tools and visuals.
- Event planning experience to include logistics, vendor contracts, registration and attendee tracking.
- Strong experience using social networking platforms such as LinkedIn, Twitter and Facebook.
- Some in-state travel required.

Specialized Knowledge, Licenses, etc.:

- Intermediate to expert skills in Microsoft Office (Word, Excel, PowerPoint, Outlook) required.
- Adobe Creative Suite (InDesign, Illustrator, Photoshop) experience.

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.
- Some in-state travel required.