



Job Title: Marketing Administrator (contract)	Department: Operations
---	------------------------

Position Overview

The Marketing Administrator provides Head Office marketing and sales support to Advisors, Field Sales Staff, V.P. of Sales, and AVP Marketing.

Essential Job Functions

Direct and Manage all Web Content

- Manage Advisor website applications
- Investigate system issues and provide end user assistance
- Manage various distribution access/view (resources and calendar events)
- Administer news, ads, urgent mail, public files, all resources
- Oversight and administration to quoting and online application engines
- All user group permissions (new uploads, user exports, system access)
- Upload data reports to website, administer access, and CE accreditation
- Edit video/audio presentations for Advisor training

EDGE Staff Resource

- Manage edgebenefits.com mailbox
- Field/HO Staff Support
- Support administrative communications as necessary
- Upload administrative flyers/letters/etc. as necessary
- Manage email blasts, communication, compliance and distribution
- Assist with print inventory and tracking
- Prepare, administer, manage large case quotes

Miscellaneous

- Ensure compliancy of the EDGE products, services, and brand on external engines
- Manage weekly reporting and monthly stats
- Create/distribute communications to advisors, clients, staff
- Organize/manage email blasts
- Assist with print inventory and tracking
- Manage internal quoting engines and develop quote proposals

Requirements

- 3-5 years office experience (preferably in insurance industry)
- Marketing / Website Experience and/or training (an asset)
- Experience using web Content Management Systems (ie: WordPress)
- CRM (Sales Force) experience an asset

- Advanced user of MS Office (Word/Excel/PowerPoint)
- Strong verbal and written communication skills with a demonstrated ability to interact with all levels of internal and external customers
- Post-secondary education, or a combination of education and work experience
- Exceptional analytical, problem solving and decision-making skills with a high attention to detail
- Ability to create content with strong copy writing skills
- Design experience, including familiarity with Photoshop and Illustrator
- Strong organizational and technical skills
- Strong grammatical and communication skills both verbal and written
- Knowledge of email design & deployment best practices; experience using email marketing and automation systems

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.