



10000 Memorial Dr.
Suite 200
Houston, TX 77024
713-507-1000 Direct
713-507-1090 Fax

Employee Job Description

Name:	
Job Title:	Internal Sales and Marketing Administrator
Department:	Marketing & Sales Departments (Houston)
Classification:	Full-Time / Exempt
Reports To:	Elizabeth Kusmider – Sales Director, Strategic Life Marketing

Position Overview/Summary (Basic purpose of the job): To support the Marketing and Sales departments in an administrative capacity to optimize email/social media management and distribution, project flow, schedules, proactive outreach, and follow up.

Principal Duties and Responsibilities (Essential Job Functions):

Marketing Administrative Support:

- Responsible for organization of marketing project initiatives, flow and communication support -
 - First point of contact for all marketing requests across the company.
 - Coordinate with Marketing Manager project requests and necessary follow-up.
 - Proof and order sales director business cards, marketing fliers, and company promotional event items as needed.
 - Schedule project meetings and material distribution to appropriate parties.
 - Schedule follow-ups in project management system; record and update project notes accordingly by creating procedural steps and monitoring progress of project.
 - Assist with execution, organization, and support of miscellaneous company-wide marketing tasks as needed.
 - Organize departmental projects and keep projects thoroughly updated with current notes, detailed processes, requirements and supporting documents.
 - Marketing Emails: Oversee and organize the gathering of content-based emails for monthly topics/themes as scheduled.
 - Execute distribution via marketing system of routine campaigns and additional requests.
 - Build, coordinate and distribute social media communication posts, such as LinkedIn and Facebook, via our company page as scheduled or requested.
 - Schedule and manage company-wide webinars/events across in-person and virtual locations/platforms and post on social media.
 - Distribute after event resources to all attendees.
- Responsible for attending and thoroughly documenting EMG Marketing Team meetings, as well as meetings with contracted consultants.

Sales Administrative Support:

- Responsible for entering, following up or completing daily CRM/AMS tasks as scheduled, including FFS requirements.
 - Managing data entry and ongoing information for new client and agents.
- Responsible for supporting the Wholesale Sales Director-Agent/Advisor relationship.
 - Scheduling outreach via phone calls or emails to relationships based on ranking (A, B, C) for follow ups on active cases or for social/relationship building.



- Proactively reaching out to agents/advisors via phone or email to scheduling future meetings.
- Take inbound calls and coordinate email responses in a timely manner.
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- Outlook calendar coordination
 - Coordinate and schedule meetings/appointments (integrate travel time or other necessary coordination).
 - Confirming all appointments in advance via phone calls.
 - Email or arrange paperwork for appointment or post-appointment material.
- Assist sales director with execution and support of necessary sales administrative tasks and account/relationship management.

Skills/Requirements/Qualifications (To perform the job):

- High School degree or GED.
- Knowledge and understanding of insurance terminology/processes preferred, but not required.
- Strong *teamwork* and coordination skills.
- Efficient *organization*, *task management*, deductive reasoning, and problem-solving skills.
- Strong knowledge of processing *communication*, including social media marketing and email system.
- Strong verbal, written and presentation skills.
- Exceptional writing, grammar, and communication skills.
- Exceptional organizational skills and attention to detail.
- Ability to understand, apply and use personal computers and software applications including. advanced skills in Microsoft Office, Word Press, email systems, and video-conferencing software.

Misc. Job Duties (Non-essential Job Functions):

- Develop and maintain close professional relationships with EMG team, agency clients, carriers, and vendors.
- Maintain a professional attitude and dressing for success.
- Maintain clean, organized workspace.
- Think ahead and head off potential problems.
- Ability to navigate the internet, social media, or carrier website for information.
- A willingness to consistently learn, grow and accept changes.