One General Agency

Job Title:	**Marketing Representative**
Position Type :	Full-time
Reports To :	COO

Job Purpose:

Works with assigned agencies in an assigned territory to develop business in alignment with the OGA's underwriting standards and carrier guidelines. Evaluates agencies for partnership, appoints new agents and grows existing agency relationships to attain the production and profit goals of OGA.

Duties & Responsibilities:

- Communicates regularly and educates agents to solicit desirable business that meets underwriting criteria and carrier appetite
- Plans and documents effective agency visits. Submits schedule and notes on time and follows up with agents in a timely and accurate fashion
- Works with assigned agents to increase submissions activity and hit ratio
- Conducts agency reviews to determine production and profitability measure of agents
- Builds strong relationships with business partners and underwriters and acts as a liaison between underwriter and agent, when needed
- Solicits and recommends prospective new agents that meet OGA new agent criteria to management for appointment
- Participates and represents OGA effectively at agent conventions and association meetings
- Utilizes automated systems to research agency data to provide feedback to agents, and to record activity and follow ups
- Follows OGA marketing budget to maximize marketing impact
- Assists agents with inquiries about OGA business
- Creates reports on agency results and marketing activities at the request of supervisor
- Executes all marketing programs and reports progress and results
- Fosters relationships with OGA underwriters and agents
- Train and develop agency partners
- Performs other duties as assigned

Skills & Qualifications:

- High school graduate, college level courses with an emphasis on business studies helpful, professional insurance related certifications, or courses or professional designations beneficial
- Possess strong written and verbal communication skills, as well as strong computer skills
- Ability to gather, analyze and organize information, and the ability to pay attention to details
- Basic understanding and experience in standard underwriting practices and procedures
- Knowledge of departmental regulations and policies
- Ability to work independently and to carry out assignments to completion within parameters of instructions given
- Resourceful and controlled assertive behavior characteristics
- Strong interpersonal skills
- Customer focused and the ability to meet deadlines and work within the workflow standards
- Ability to work in a team environment to support overall profitability initiatives for assigned business
- Valid driver's license and a satisfactory driving record
- Manage change with positivity and encouragement

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Signature

Date