

SUMMARY

AAA Carolinas is looking for a Senior Manager, Insurance Marketing to lead the development and execution of marketing plans to drive awareness and demand for AAA Insurance across North and South Carolina.

WHY AAA?

You enjoy helping others and are focused on driving results. You have lots of choices of who to work with. What makes us different:

- We help others
 - As a member organization, we are passionately committed to providing our members and customers with Value, Safety, and Total Peace of Mind in all things related to Automotive, Travel, Insurance and Member Benefits
- We are focused on growth
 - We are 2 million plus members strong with job adds year over year for 20 straight years and counting. Build your skills, experience and thrive in a company that has a demonstrated track record of stability & growth
- We offer a competitive Total Compensation package
 - We know compensation goes way beyond bring home pay. AAA offers competitive pay and for eligible employees, best in class benefits. . . excellent medical coverage, dental, vision, etc. . . Team Member Incentive Bonuses and 401k with matching contributions
 - We are committed to work-life balance. We provide vacation, AND paid time off
 - Click here to review our extensive compensation & benefits offerings:
<https://www.myaabenefits.com>.

WHAT YOU'LL DO

Responsibilities will include (but not limited to): managing marketing resources, program/campaign development, project management, communicating business updates, business development, and exploring and testing marketing channels.

This person should be well versed in marketing analytics and embrace and champion a “customer first, data driven” approach. KPIs will be clearly defined and tracked (lead generation, revenue growth, member penetration, et.al) and communicated to the organization. This role reports to the President, AAA Insurance.

This role requires a strategic, motivating, and hands-on leader, comfortable getting involved in day-to-day marketing activities while developing and delivering our marketing strategy to executives. The ideal candidate has strong business acumen with comprehensive understanding of P/L drivers.

ESSENTIAL FUNCTIONS

- Serve as Sr Manager, Insurance Marketing
- Primary function of this role is to drive sales performance of retail locations through various marketing initiatives.
- Lead in developing and executing marketing strategy and tactical plans that expand customer base, increase member participation rates, and drive general awareness of AAA products and services
- Develop and share scalable processes and best practices with marketing teams and Insurance leadership

- Establishment and coordination of comprehensive marketing calendar and game plan, with clear definition on timelines and desired outcomes
- Oversee and project manage multi-market marketing campaigns and sponsorship activations
- Establish, track and communicate KPI performance and plans to cross-functional stakeholders
- Facilitate cross-line collaboration and teamwork
- Demonstrate a broad understanding of key business drivers, customers, and membership

REQUIRED QUALIFICATIONS

- Bachelor's Degree in Business or Marketing
- 5+ years of marketing or business development experience
- 2+ years of insurance marketing and/or sales experience
- Proven experience of developing multi-channel marketing plans including direct mail, radio, television, email, paid digital and web content, with a firm understanding of KPIs in each channel.
- Experience with marketing segmentation and development of campaigns by channel and segmentation to maximize campaign results
- Strong brand marketing background designed to develop and expand affinity for AAA membership and products / services
- Strong analytical skills and the ability to manipulate data to identify performance and opportunity trends

PREFERRED QUALIFICATIONS

- B2C marketing experience strongly desired

WHO YOU ARE

(The requirements which represent the minimum levels of education, experience, skills, knowledge, and abilities necessary to perform the essential duties/functions of this job.)

COMPETENCIES

- Communication - Achieves goals through effective and appropriate interaction with leaders, peers, employees, partners, and contacts
- Presentation skills - Develops and delivers a meaningful view of the data with the type of audience in mind
- Creativity - Ability to develop ideas that are unique, useful, and worthy of further elaboration
- Organization skills – Uses time, energy, resources, etc. in an effective way to achieve goals
- Willingness to Learn - Flexible and seeks opportunities to acquire new knowledge and skills in area of expertise and industry
- Data & Analytics - Analyze data, identify trends and opportunities, and drive results
- Collaborative – Works well with individuals and groups to achieve common goals
- Influencing – Achieves goals through effective and appropriate interaction with leaders, peers, employees, partners, and contacts
- Critical/Strategic Thinking – Offers objective review of facts and options to make logical business decision; forward thinking with organizational goals in mind

Delivering value, safety, and total peace of mind every day is not just our business, it's our purpose.

Join our team.

Dedicated. Innovative. Driven. Successful