



## Job Posting

**Job Title:** Client Account Marketing Specialist  
**Reports to:** Marketing Manager (FFC)  
**Location:** Houston, Texas (Corporate Office/Remote)

### Position Description

As a key member of the Marketing team, the Client Account Marketing Specialist will be responsible for developing and managing inbound and outbound cost-effective marketing strategies for current and prospective clients. Will utilize marketing and promotional channels, including media platforms, company website, email campaigns and other tools. Conducts market research to identify market trends, customer trends and competitor offerings and compiles data to present to leadership & to create innovative marketing campaigns. Organizes and attends conferences, trade shows and other major events. This is not a comprehensive list of duties as the duties may change depending on business needs.

### *Duties include but are not limited to the following:*

- Project manage and develop cost-efficient marketing campaigns and tactics to increase sales, educate potential or existing customers and support customer retention.
- Maintain client and prospective client contact lists by branch
- Analyze data to determine campaign effectiveness
- Competitor research
- Work with Marketing Manager to organize company conferences, trade shows, and major events.
- Attend trade shows and cultivate business contacts
- Create prospective account marketing collateral
- Additional marketing support as needed

### Qualifications:

- Bachelor's Degree in Marketing or Communications
- Three (3) to five (5) years of experience in marketing, sales, communication, advertising, or digital marketing experience
- Experience in the insurance industry and/or marketing corporation or agency preferred
- Strong oral/written communication skills, copy editing, excellent online and personal communication expertise, as well as efficiency in multi-tasking, a high degree of organization and ability to prioritize.
- Proficient between Mac and PC platforms, including Adobe Creative Suite, Microsoft Office, and WordPress
- Bilingual (English/Spanish) preferred
- Knowledge of branding and use of style guides
- Familiarity with AP Style

**Must be able to obtain and maintain security clearances and successfully complete a thorough background check.**

**EQUAL OPPORTUNITY EMPLOYER**