



INTERCARE

Job Posting
Vice President of Marketing
San Diego Office

The Vice President of Marketing will be responsible for working with the Executive Team to formalize a multi-year strategic plan and business priorities; then develop and execute a creative, effective corporate marketing strategy and initiatives that support the objectives of the organization. This hands-on role is responsible for increasing revenue and market share through traditional and non-traditional marketing campaigns; including talent acquisition, market and product expansion, and increasing brand awareness, including social media and SEO programs. The ideal candidate will possess strategic vision, out-of-the-box thinking and be able to roll up their sleeves to ensure execution and results.

Responsibilities include:

- Work with executive team to develop multi-year strategic plan.
- Develop marketing strategic plan, including brand strategy, positioning and integrated marketing communications including social media and SEO initiatives.
- Develop and manage annual marketing and PR budget for all markets.
- Ensure marketing goals and initiatives are prioritized and aligned with company strategic plan and within budget.
- Create and champion corporate messaging across a consistent brand platform.
- Evaluate current marketing programs for efficacy, ROI and ways to enhance them.
- Conduct market research to identify new markets, products and vertical industries for revenue expansion.
- Develop and drive additional results-oriented marketing initiatives and collateral development to support all service lines and business initiatives.
- Organize existing valuable information about the company and create new content for the web and other channels of communication
- Develop lead generating, lead nurturing and cross selling campaigns that result in lead conversion.
- Maximize SFA technology to automate marketing processes and measurement.
- Continuously measure, evaluate and evolve marketing strategies and methodologies based on ROI.
- Assess, develop and manage a marketing team of 3 direct reports and identify additional skillsets needed in the department.
- Develop sales support tools to create brand consistency, best practices and enhance the acquisition of new clients.
- Create marketing materials and assist in the planning of events to support the recruitment of new clients and talent to the company.
- Identify and manage external agencies/resources.

To perform the job successfully, an individual should demonstrate the following competencies:

- Leadership – Demonstrates leadership skills; sets example for others to follow. Effectively coaches others in developing their skills and abilities.
- Creativity – Ability to think out of the box and develops creative ways to increase brand awareness and revenue.
- Communication – Ability to clearly communicate thoughts and ideas.
- Collaboration – Ability to bring others into the brainstorming and decision making process.
- Management – Ability to direct and manage the efforts of the marketing and communications team to ensure we are meeting our objectives and the needs of the producers, client services and our clients.
- Flexibility – Ability to work here and thrive on the pace, pressure and personalities.
- Problem Solving – Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions.
- Project Management – Able to develop and manage project plans; Communicates changes and progress; Completes projects on time and budget.
- Team Player – Effectively works with Intercare team.

Qualifications/Requirements:

- An innovative and creative perspective with a passion for marketing.
- Proven track record of success as an industry leader in marketing.
- 10+ years of hands-on corporate marketing experience with rapidly growing and expanding professional services or consulting company with \$25M+ in revenue.
- 5+ years of experience managing and developing a marketing team.
- Prior B2B experience in professional services and/or consulting industry required.
- Industry experience is a plus.
- Must have a strong balance of strategic, analytical and creative skills.
- Experience with geographic market and product expansion.
- Experience with social media and SEO.
- Strong project management, communication, interpersonal skills and problem solving skills.
- High level of energy. Thrive in a fast-paced, rapidly changing environment.
- Bachelor's degree in Marketing or related field; MBA preferred.
- Must be willing to attend business functions before, during and after work hours.
- Should be actively involved in the HR, Finance and corporate executive community.
- Some travel required by car about 40-50% of the time. Some travel by plane may be required on occasion, but will be minimal.

If you thrive in a fast-paced environment and enjoy creative and challenging work, Intercare may be the company for you! Intercare Insurance Solutions is looking for success minded, team oriented individuals who want to join a dynamic and growing company. Intercare is results-oriented and focused on providing excellent service and measurable value to our clients.

Intercare Insurance Solutions' model provides unparalleled customer service aimed at achieving the highest levels of client satisfaction and offers a wide array of additional services beyond those of the traditional insurance broker. Our forward-thinking culture has enabled Intercare to become one of the fastest growing corporate insurance companies in the West, providing insurance brokerage, employee benefits consulting, and risk management services to our clients. Intercare provides its clients with insurance solutions that are targeted, detailed and customized according to corporate, financial and human resources objectives.

For additional information about Intercare Insurance Solutions, please visit our website at www.intercaresolutions.com. In addition to highly competitive compensation packages, Intercare also offers a comprehensive benefits package for our associates and their families, which includes medical, dental, life and disability, retirement, etc. For consideration, please submit your resume and cover letter referencing job #044MO to careers@intercaresolutions.com. Intercare Insurance Solutions is an Equal Employment Opportunity employer.