

## Oklahoma Farm Bureau & Affiliated Companies Job Description

<b>Job Title:</b> Insurance Communications Specialist		<b>Department:</b> Insurance Marketing & Communications	
<b>Accountable to:</b> VP of Insurance Marketing & Communications		<b>Issued:</b> 05/2018	<b>Revised:</b> 01/2023
<b>WC Code:</b>	<b>Type of position:</b> <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Intern <input type="checkbox"/> Seasonal	<b>FLSA:</b> <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt	<b>Position Details:</b> <input checked="" type="checkbox"/> Individual Contributor <input type="checkbox"/> Supervisor/Manager (direct reports)

**Primary Purpose:** Under the direction of the Vice President of Insurance Marketing & Communications, provide all-around marketing & communications resources to enhance and market the company's image and insurance products among target audiences. This position will be approximately 70% graphic design and 30% written/verbal.

**Essential Duties and Responsibilities** include the following. Other duties may be assigned.

1. Demonstrate ability to effectively write clear and informatively; AP Style is strongly preferred
2. Serve as designer for a variety of digital and print pieces as directed by Insurance Marketing and Communications management.
3. Demonstrate ability to concept, develop and implement ideas through graphic design
4. Demonstrate photography skills that include editing as well as some event photography.
5. Demonstrate attention to detail and ensure that all communications are proofed and free of spelling and grammatical errors.
6. Demonstrate ability to communicate effective external and internal company messaging
7. Demonstrate ability to meet with internal team and, with a positive attitude, adjust work product to fit goals and objectives.
8. Ensure communications are shared with appropriate internal and external audiences using print and/or electronic media by set deadlines.
9. Experience with social media including Facebook, LinkedIn, Instagram including content creation, graphic design and basic understanding of paid social promotion.
10. Ensure adherence to brand standards and guidelines.

### **Competencies**

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

1. Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.
2. Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.
3. Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
4. Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
5. Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
6. Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team

- spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
7. Judgement - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
  8. Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
  9. Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments; Maintains regular and punctual attendance.
  10. Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
  11. Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works well in a fast-paced, deadline-driven environment.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### ***Education and/or Experience***

Bachelor's degree or other 4-year degree from accredited university in Marketing, Design, Communications, Journalism or Related Field. 2-5 years' related experience preferred.

- **Technical Skills**
  - To perform this job successfully, an individual should have knowledge of computers and computer systems, be proficient (creatively and technically) in Adobe Creative Suite including InDesign, Illustrator, PhotoShop, including Light Room and possess exceptional writing skills. AP Style is preferred. Experience with Cannon or Nikon camera systems. All candidates must be proficient in Microsoft Office tools, including Word, PowerPoint, Excel and Outlook.
- **Language/Communication Skills**
  - Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization. Excellent communication skills and proven problem-solving skills are necessary. Must have the ability to collaborate as a team and possess skills to work independently.
- **Mathematical Skills**
  - Basic ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.
- **Reasoning Ability**
  - Ability to apply common sense understanding to carry out instructions furnished in written, oral, or visual form. Ability to deal with problems involving several concrete variables in standardized situations.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit and use hands to finger, handle, or feel. The employee is frequently required to stand; walk; reach with hands and arms and talk or hear. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must regularly lift and /or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.