Ayr Farmers Mutual Insurance Company

MARKETING & BRAND MANAGER

Ayr Farmers Mutual Insurance Company is seeking a Marketing & Brand Manager to join our team.

About Ayr Farmers Mutual

Ayr Farmers Mutual is a financially strong, Policyholder owned and progressive property and casualty mutual insurer with written premiums of $40 million annually. We offer farm, residential, commercial, marine and automobile protection and coverage through a dedicated network of Agents and Brokers. We service the Southwestern Ontario region, and are located in close proximity to Kitchener, Waterloo and Cambridge.

Since 1893, the knowledgeable and caring team members of Ayr Farmers Mutual have been providing products and services that give protection and peace of mind to our Policyholders and the community. What makes us different is our commitment to providing outstanding, personalized customer service. We continually strive to put our Policyholders and our communities first, and to ensure that every individual we serve is treated with fairness and respect.

Ayr Farmers Mutual provides training, education, work life balance, wellness opportunities, community contributions and a fun and friendly working environment.

Marketing & Brand Manager

This is an opportunity to build a career creating and implementing a multimedia marketing strategy and campaigns for a community-based insurer. Our Marketing & Brand Manager will be a creative, strategic, and motivated individual who will lead and support a strong marketing brand and Policyholder experience together with other key stakeholders. The ideal candidate will have a vast understanding of multimedia marketing including digital analytics and will use data to maximize our brand, Policyholder experience, and overall company performance. This role offers flexibility with a hybrid work schedule.

Ayr Farmers Mutual is proud of our culture. We live by our core values and genuinely care for one another and our Policyholders. We celebrate our successes and have a supportive work environment that encourages everyone to be their best.

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Responsibilities:

- Develop, implement, measure, and monitor multi-year multimedia marketing strategy (including digital), plans, campaigns, and budgets
- Lead all branding and graphic design
- Lead and communicate our brand vision to employees, Policyholders, and communities we serve
- Evaluate and incorporate customer segmentation data and brand essentials into the marketing strategy, plans, and campaigns
- Measure, monitor, and evaluate the Company's brand position, direction, tactics, and Policyholder experience for alignment and ensure business objectives are being met, adjusting as required
- Be an active member and supporter of our community
- Lead, plan, implement, and promote company, Policyholder, and community events/contributions to support, recognize and promote community groups, volunteers, and donations
- Work closely with all departments, leaders, and VP of Customer Experience and Enablement, to develop, implement, measure, and monitor Policyholder experiences across the company that align consistently with our branding and objectives
- Develop scorecards and dashboards that measure campaign performance

Skills and Experience:

- Post-secondary education in business or marketing, or equivalent experience
- Minimum 5 years of experience in marketing and branding
- Exceptional communication and customer service skills
- Strong computer skills using various media platforms
- Experience in the Insurance industry would be of benefit

Accommodation at Ayr Farmers Mutual Insurance Company
We are committed to a selection process and work environment that is inclusive and barrier free. Human Resources will work with the applicant and the selection committee to arrange reasonable and appropriate accommodation for the selection process which will enable you to be assessed in a fair and equitable manner.

To learn more about Ayr Farmers Mutual, visit our website at https://www.ayrmutual.com/

INTERESTED IN APPLYING? Please send your resume and cover letter to: careers@ayrmutual.com