

With over 145 years of property & casualty insurance experience, **Heartland Farm Mutual** strives to be the Best Farm Mutual. Heartland offers automobile, property and farm insurance to more than 50,000 people in Ontario. We are courageous. Our team is talented and dedicated, challenging the norm and striving to be better every day. People come first at Heartland. As a result, our focus is on relationships. It's all about delivering a genuine customer experience. We have a team of solution-oriented problem solvers providing expertise on our home, farm, commercial and auto products. We are currently recruiting for the role of:

### **Marketing Analyst – Waterloo**

#### **What you will do...**

- Manage and effectively using relevant social media platforms to target and identify opportunities, including but not limited to Facebook, Twitter, LinkedIn, Instagram and company website.
- Create effective content marketing in regard to effective communication both internal and external.
- Assist with setup and execution of tradeshow and planning corporate events.
- Develop creative print as required and work with third party vendors.
- Assist and give recommendations on incoming sponsorship and partnership requests.
- Work with other departments on any marketing related projects including digital research.
- Work with broker partners on co-op marketing strategies and campaigns while developing and maintaining strong business relationships.
- Stay on top of industry trends to identify potential opportunities for company growth.
- Adhere to current marketing and advertising strategies. As well as investigate and propose new and innovative ideas.
- Review documentation and organize broker contracts.
- Perform numerical analysis on broker's portfolio.
- Complete research on products in regard to programs.
- Actively facilitate brand promotion to help create brand loyalty.

#### **What you will bring...**

- 1-3 years' experience in marketing or advertising.
- A university degree or college diploma in Business, Marketing, Communications or a related subject.
- Strong knowledge of Microsoft Office Suite applications.
- An excellent communicator with an ability to share and convey concepts and ideas.
- Self-motivated with the ability to take initiative and work in a fast-paced environment, handling competing demands.
- Ability to use data to influence decisions and create actionable plan.
- Proven ability to develop and maintain strong business relationships.
- Innovative thinker, strong interpersonal, verbal and written communication skills.
- Possession of, or working towards, an industry designation.
- Previous experience in the insurance industry is an asset.

#### **What we offer...**

- A company that truly values integrity, respect, professionalism, transparency, forward thinking, community and environment.
- Ongoing skills development with subsidies for tuition and professional accreditation.
- A defined Incentive Plan where commitment to excellence is financially rewarded.

*If you have the qualifications we are seeking and would thrive in a work environment where you are valued and respected, please apply on the company website:*

<https://can61e2.dayforcehcm.com/CandidatePortal/en-US/heartland/Posting/View/668>

*Accommodations are available on request for candidates taking part in all aspects of the selection process. (Only qualified candidates please. No phone calls. No agencies.)* **A Place Where YOU Can Make a Difference! Proudly Canadian. Mutually Owned.**