

About Ayr Farmers Mutual

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. We are committed 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 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.

Ayr Farmers Mutual is a Policyholder owned and progressive property and casualty mutual insurer with written premiums of \$46 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.

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 a great opportunity to build a rewarding career, **creating and implementing** a marketing strategy and campaigns for a **community-based** insurer. Reporting to our President & CEO, as our Marketing & Brand Manager, you will be an inspiring, creative, energetic, and motivated individual who will create, lead, and integrate a strong marketing strategy, brand and presence into our employee, Policyholder, and community experiences. You will leverage deep connections, relationships, our historic roots and data to continue to evolve and maximize our brand, experiences, and overall company performance.

Responsibilities:

- Live our brand, lead and communicate our brand vision to employees, Policyholders, producers, and our communities
- Strategic leadership and integration of multi-channel marketing strategies across print, digital, and video.
- Develop, implement, and monitor coordinated marketing plans, campaigns, and budgets

- Leveraging data analytics tools, evaluate and address data driven insights and campaign performance, adjusting as required
- Evaluate and incorporate customer segmentation data and brand essentials into the marketing strategy, plans, and campaigns
- Manage Ayr Farmers Mutual brand position, direction, tactics, and Policyholder experience for alignment. Ensure business objectives are being met, adjusting as required
- Lead all branding and graphic design
- Be an active member and supporter of our community
- Lead and promote company, Policyholder, and community events and contributions to support, recognize and promote community groups, volunteers, and donations
- Work closely with all departments and leaders, to develop, and manage Policyholder experiences across the company that align consistently with our branding and objectives
- Attend and participate in management meetings when required, ensuring consistent messaging of our initiatives and engagement
- Develop scorecards and dashboards that measure campaign performance

Skills and Experience:

- Post-secondary education in business or marketing
- Minimum 7 years of experience in marketing and branding, demonstrating creativity and customer engagement
- Knowledge of Google Analytics, Tag Manager, CRM systems and marketing automation tools, an asset
- 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