



Insured Retirement Institute

Marketing and Communications Assistant

Purpose

The Marketing and Communications Assistant will provide support for key IRI outreach and engagement initiatives in the areas of public policy, research and coalition building, member engagement and overall IRI brand management. This position reports to the Senior Vice President, Communications, Marketing and Research.

About the Insured Retirement Institute

- The Insured Retirement Institute (IRI) is the leading association for the retirement income industry. IRI proudly leads a national consumer coalition of more than 30 organizations, and is the only association that represents the entire supply chain of insured retirement strategies. IRI members are the major insurers, asset managers, broker-dealers/distributors, and 150,000 financial professionals. As a not-for-profit organization, IRI provides an objective forum for communication and education, and advocates for the sustainable retirement solutions Americans need to help achieve a secure and dignified retirement. Learn more at www.irionline.org.

Primary Responsibilities

- Assist in the writing of press releases, op-eds, statements, official letters, speeches and other copy
- Assist in the development of new communications and marketing initiatives, particularly in the area of online engagement
- Help support IRI's online brand and reputation management
- Help coordinate and execute the overall online marketing strategy of IRI products and services
- Help implement tactics for online activities in support of IRI initiatives
- Responsible for updating content and providing day-to-day support of IRI websites including the quality and integrity of webpages, and overall usability of all IRI websites including:
 - www.myIRIonline.org
 - www.IRIonline.org
 - www.retireonyourterms.org
- Manage IRI's webinar education offerings to members
- Provide support to development and execution of IRItv
- Assist with management and engagement of the National Retirement Planning Coalition
- Assist with Retirement Income and Research Committees, as well as the IRI Advisor Advisory Council
- Perform limited administrative/team support for Senior Vice President
- Perform other duties as assigned.



Education and Experience

- Bachelor's degree in marketing, communications or related field and at least two years' experience in a marketing or communications role
- Experience with media relations, social media marketing, and online engagement preferred but not required
- Demonstrated ability to write professionally and articulate complex marketing concepts clearly and succinctly
- Experience with using popular social networks (Twitter, Facebook, LinkedIn, Google Plus, YouTube, etc.) in a business capacity

Key Competencies

- Excellent verbal and written communication skills
- Exceptional attention to detail
- Superior work ethic and follow-through
- Highly organized, responsive and flexible
- Ability to communicate with members, as well as internal/external stakeholders, with the utmost professionalism
- Ability to maintain confidentiality with sensitive and proprietary information
- Ability to foster a collaborative, team-oriented working environment
- Ability to shift priorities as needed to complete projects in a timely fashion and deliver quality work product
- Ability to work independently and as part of a team
- Ability to foster a collaborative, customer-oriented working environment
- Results and deadline-oriented

Interested Candidates Should Send a Cover Letter and Resume to dholland@irionline.org.

Please no phone calls.

