



Insured Retirement Institute

Product and Services Marketing Specialist

Purpose

The product and services marketing specialist will provide strategic input and tactical execution of initiatives in support of key IRI revenue generating offerings. This position reports to the senior vice president, communications, marketing and research.

Primary Responsibilities

- Assist in the development and execution of sales and marketing initiatives, as well as related engagement measurement metrics in support of IRI programs and services including, but not limited to, Premier Alliance Program, conferences, publications, Retirement Income Certified Professional designation and continuing education offerings
- Develop in-depth understanding of IRI's entire suite of revenue generating opportunities and identify cross-sales mechanisms when applicable
- Leverage and manage engagement database and determine proactive strategies for sales development
- Identify high-value sales leads [both internal and external] and determine and execute successful engagement initiatives
- Maintain and grow existing strategic initiatives and revenue generating relationships
- Assist in the writing of marketing and sales materials and other related copy
- Support IRI's brand and reputation management
- Assist in the coordination and execution of the overall marketing strategy of IRI products and services
- Serve as a primary staff member responsible for the management of sales related queries
- Assist with Marketing Committee
- Other duties as assigned in support of successful sales and marketing program delivery

Education and Experience

- Bachelor's degree in sales, marketing, or related field and at least five years' experience desired
- Strong experience with project management, marketing and B2B and B2C sales
- Demonstrated ability to write professionally and articulate complex marketing concepts clearly and succinctly
- Experience with using sales management and project tracking platforms



Key Competencies

- Excellent verbal and written communication skills
- Outstanding analytical and critical-thinking skills
- Exceptional attention to detail
- Strong organization and time-management skills
- Superior work ethic and follow-through
- Significant experience with sales measurement tools
- Ability to maintain a positive and professional image in a dynamic work environment
- Ability to manage multiple projects and provide regular updates in a proactive manner
- Ability to maintain confidentiality with sensitive and proprietary information
- Ability to foster a collaborative, team-oriented working environment
- Strong knowledge of Microsoft Office Suite and knowledge of netFORUM, SalesForce, Salsa and Sitefinity preferred

Application

- Candidates should send a cover letter and resume to dholland@irionline.org *Please, no phone calls.*

