



Position Information

Employee Name:

Position Title:

Senior Marketing Operations Specialist

Program:

Corporate Marketing

Work Unit:

Marketing Operations

Classification:

Senior Workers' Compensation Insurance Representative

Report To:

Manager I, SCIF

Collective Bargaining Identifier (CBID):

R01

Fair Labor Standards Act (FLSA) Status:

Covered, Work Week Group 2

Special Requirements

Conflict of Interest Designation: Not applicable.

Bilingual Position: Not applicable.

Rotational Assignment: Not applicable.

Program Information:

In support of State Fund's enterprise strategies, Corporate Marketing's mission is to develop products and drive initiatives that support business acquisition, profitable premium growth, exemplary customer service and ease of doing business. We also ensure broker compliance with all contractual and business requirements necessary to maintain direct access with State Fund.

Purpose/Scope:

Under direction of the Manager I, SCIF (Marketing Operations Manager), the Senior Workers' Compensation Insurance Representative (Senior Marketing Operations Specialist) will support brokers, Corporate and Regional operations in achieving enterprise strategies, goals, and objectives through the development, support and maintenance of the Broker Program and actively provide recommendations to further Marketing's goals in support of our corporate strategic initiatives.

Essential and Marginal Functions:

In all aspects of performing the following functions the incumbent will:

- Comply with the Code of Conduct

- Maintain regular and predictable attendance and communication availability during working hours
- Establish and maintain effective working relationships and provide quality customer service in a timely manner.
- Follow State Fund's Equal Employment Opportunity principles
- Maintain a safe work environment
- Defend State Fund against fraudulent activities
- Maintain good customer relationships with internal and external business partners and stakeholders
- Properly maintain assigned equipment

This duty statement outlines the primary responsibilities and expected outcomes of the position. It is not intended to provide an exhaustive list of all job duties. Employees may be required to perform additional tasks as assigned, including work in other functional areas.

Description of Duties

35% Essential

- 1. Develop strategic messaging for internal and external stakeholders to support enterprise initiatives and ensure consistency, clarity, and alignment with organizational goals and branding standards.**
 - a. Develop, write, and execute marketing campaigns to support field marketing efforts, advance enterprise initiatives relevant to the industry, and ensure alignment with organizational strategy and branding standards.
 - b. Collaborate with cross-functional teams to ensure alignment of internal and external messaging. Review accuracy of message to align with business processes and procedures.
 - c. Develop and execute a broker communication and education/training plan. Collaborate with Corporate Underwriting and Field Operations to execute broker management programs.
 - d. Develop and write marketing material for brokers such as brochures, boiler plates, signs, mailers and literature to comply with changes in regulations, laws, and benefits.
 - e. Create talking points and messaging for field marketing related to organizational updates, campaigns, and strategic priorities.
 - f. Serve as a corporate marketing liaison between departments to ensure consistency and accuracy in messaging and communication deliverables.
 - g. Analyze information to verify it follows contractual agreements and corporate policies.

30% Essential

- 2. Coordinate and support marketing related events, broker training, and marketing initiatives.**
 - a. Manage, coordinate, track, and produce expense-related reports for Field Marketing events to ensure a positive return on investment.
 - b. Maintain the Corporate Marketing Events database in compliance with Marketing activities policies.
 - c. Initiate and develop educational materials to preserve and strengthen business relationships with key brokers and industry stakeholders. Maintain knowledge of current underwriting and claims processes to ensure accuracy of information.
 - d. Track Corporate Marketing budget and report issues to Marketing Operations Manager.
 - e. Manage projects, including but not limited to, Blue Ribbon, the broker communication program, State Fund Today newsletter, broker appreciation and regional broker round table events. Ensure assigned projects remain on schedule by tracking and meeting deliverable milestones, deadlines and completing action items.
 - f. Serve as event coordinator for all marketing events. This responsibility includes obtaining the event framework for corporate review/approval, managing & inventorying promo items and expenditures associated with the events.
 - g. Represent Corporate Marketing at industry conferences and events, as needed. Gather and communicate feedback and recommendations to help enhance our presence in the marketplace.

20% Essential

- 3. Serve as Corporate Marketing's liaison, collaborating with Corporate Communications, Policy Business Technology, Digital Experience, Legal and other key departments to support regional offices on corporate strategic and marketing initiatives**
 - a. Track State Fund, industry, and relevant state news from various sources to ensure the most current and accurate information is disseminated. Facilitate cross-departmental partnerships to ensure consistent messaging and seamless execution of marketing strategies.
 - b. b. Coordinate training and resource sharing across teams to empower regional offices with the latest tools, insights, and best practices.
 - c. Foster an integrated approach to marketing initiatives, leveraging expertise from Corporate Communications, Digital Experience, and other stakeholders to maximize impact.

15% Essential

- 4. Prepare recommendations related to plans, budget requests, procedures and policies within the work unit.**
 - a. Review policies and procedures for accuracy, consistency, compliance, and alignment with organizational goals.
 - b. Draft updates to policies and procedures when needed and coordinate review with management.
 - c. Support management in preparing reports or presentations that communicate procedural or policy changes to staff and leadership.

100%

Required Knowledge Areas:

- Working knowledge of State Fund standard software applications.
- Working knowledge of workers' compensation insurance rules and regulations.
- Working knowledge of the State Fund organization, Regional Office and Corporate functions, and business policies and practices.
- Working knowledge of various State Fund functions as they affect underwriting, marketing, claims.

Required Skills and Abilities:

- Ability to research, analyze, and evaluate information to make and support decisions.
- Ability to analyze issues, interpret and apply laws/regulations and policies and procedures to proactively make and support decisions.
- Ability to influence others and negotiate agreements and consensus among project partners, work peers, and other stakeholders.
- Ability to achieve results according to objectives.
- Ability to manage multiple projects and tasks.
- Ability to handle high pressure situations while being firm but tactful.
- Ability to formulate policies, procedures, and workflow processes.
- Ability to develop, provide, and monitor training.
- Ability to coordinate, facilitate, and make presentations.

- Ability to resolve sensitive issues and problems.
- Ability to communicate professionally and effectively, verbally and in writing, (including the ability to negotiate credibly and persuasively) with a variety of “stakeholders”.
- Ability to write professional and accurate reports and other communications suitable for distribution to internal and external customers.
- Ability to work independently and as a team with co-workers and management to address and resolve issues.

Work Environment:

Physical Requirements:

- Computer data entry, frequent positioning of self to move and transport light objects, and telephone work; mobility to various working areas.
- Incumbent works in the usual office environment.
- Move/remain in a stationary position for up to 2 hours at a time.

Travel:

- Travel may be required.
- Travel to various work sites and locations for training and/or meetings.
- Travel may include, but not be limited to, plane, bus, van, taxi, or car.

Emergency call backs:

- Not applicable.

Work Hours:

- Maintain a work schedule that supports operational needs.

Supervisor's Statement: I have discussed the duties of the position with the employee

Supervisor Name (Print):

Supervisor Signature:

Date:

Employee's Statement: I have discussed with my supervisor the duties of the position and have received a copy

Employee Name (Print):

Employee Signature:

Date:



Position Information

Employee Name:

Position Title:

Marketing Operations Associate

Program:

Corporate Marketing

Work Unit:

Market Insight

Classification:

Workers' Compensation Insurance Representative

Report To:

Manager I, SCIF

Collective Bargaining Identifier (CBID):

R01

Fair Labor Standards Act (FLSA) Status:

Covered, Work Week Group 2

Special Requirements

Conflict of Interest Designation: Not applicable.

Program Information:

In support of State Fund's enterprise strategies, Corporate Marketing's mission is to develop products and drive initiatives that support business acquisition, profitable premium growth, exemplary customer service and ease of doing business. We also ensure broker compliance with all contractual and business requirements necessary to maintain direct access with State Fund.

Purpose/Scope:

Under direction of the Manager I, SCIF (Marketing Operations Manager), the Workers' Compensation Insurance Representative (Marketing Operations Associate) will support brokers, Corporate and Regional operations in achieving enterprise strategies, goals, and objectives through the development, support and maintenance of the Broker Program and actively provide recommendations to further Marketing's goals in support of our corporate strategic initiatives.

In all aspects of the performance of these duties, the incumbent will:

- Establish and maintain effective working relationships and uphold principles of integrity in the workplace.
- Provide exemplary customer service and respond to internal and external customers' inquiries timely.
- Follow State Fund's Equal Employment Opportunity principles.
- Maintain a safe working environment. Defend State Fund against fraudulent activities.

Essential and Marginal Functions:

In all aspects of performing the following functions the incumbent will:

- Comply with the Code of Conduct
- Maintain regular and predictable attendance and communication availability during working hours
- Establish and maintain effective working relationships and provide quality customer service in a timely manner.
- Follow State Fund's Equal Employment Opportunity principles
- Maintain a safe work environment
- Defend State Fund against fraudulent activities
- Maintain good customer relationships with internal and external business partners and stakeholders
- Properly maintain assigned equipment

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Description of Duties

25% Essential

- 1. Support development of key Marketing projects and serve as organizational resource in assessing the workers' compensation insurance marketplace.**
 - a. Conduct market analysis and research.
 - b. Maintain competitive intelligence using existing and new resources.
 - c. Identify significant industry topics and produce a semi-annual report to share information with the organization.
 - d. Plan and coordinate research and data analysis to support accurate assessment of the broker program and competitive landscape.
 - e. Assist with the quality review of Broker Assessments and Key Initiatives.

25% Essential

- 2. Act as Corporate Marketing liaison to support and train regional offices on corporate strategic and marketing initiatives.**
 - a. Develop training content for brokers on new products, services, and continuing education.
 - b. Plan and facilitate annual continuing education opportunities for brokers.
 - c. Provide training and interpretation of Corporate Marketing contract changes, directives, policies, procedures, guidelines or topical issues.
 - d. Support the annual Marketing Strategy Conference.
 - e. Assist with managing, coordinating, tracking, and reporting Field Marketing events.
 - f. Support industry conferences, trade shows, and outreach efforts or attend as required.
 - g. Track Corporate Marketing budget and report issues to Marketing Operations Manager.
 - h. Maintain the Corporate Marketing Events database in compliance with Marketing activities policies and procedures.
 - i. Support development, review, and revision of Marketing Plans, collateral, and book management tools.
 - j. Ensure recommendations are clear, concise, and demonstrate positive return on investment.

20% Essential

- 3. Coordinate interpretation and implementation of Corporate Marketing policies and procedures.**
 - a. Serve as primary contact for business development inquiries from Corporate Marketing and other stakeholders.

- b. Respond to and resolve inquiries and issues relating to marketing policies, broker program guidelines, and internal processes.
- c. Ensure consistent understanding and application of policies and procedures across regional offices.
- d. Assist in developing tools, FAQs, and reference materials to support accurate application of policies and procedures.

15% Essential

4. Support Corporate and Organizational Marketing directives and initiatives.

- a. Coordinate collection, review, and analysis of data and project requirements.
- b. Establish project timelines and assign tasks.
- c. Provide management with customer feedback relating to State Fund online products and services.
- d. Develop recommendations and serve as a resource to Marketing and Underwriting by monitoring the broker performance and market trends.
- e. Serve as primary contact for business development inquiries within Corporate Marketing or from stakeholders.
- f. Prepare analysis and reports for Marketing Operations Manager review when assigned.

15% Essential

5. Prepare recommendations related to plans, budget requests, procedures and policies within the work unit

- a. Review unit policies and procedures for accuracy, consistency, compliance, and alignment with organizational goals.
- b. Draft updates to policies and procedures when needed and coordinate review with management.
- c. Support management in preparing reports or presentations that communicate procedural or policy changes to staff and leadership.

100%

Required Knowledge Areas:

- Working knowledge of State Fund standard software applications.
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- Proficient knowledge of the State Fund organization, Regional Office and Corporate functions, and business policies and practices.
- Proficient knowledge of various State Fund functions as they affect[underwriting, marketing, claims.

Required Skills and Abilities:

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- Ability to influence others and negotiate agreements and consensus among project partners, work peers, and other stakeholders.
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- Ability to formulate policies, procedures, and workflow processes.
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- Ability to coordinate, facilitate, and make presentations.
- Ability to resolve sensitive issues and problems.
- Ability to communicate professionally and effectively, verbally and in writing, (including the ability to negotiate credibly and persuasively) with a variety of “stakeholders”.
- Ability to write professional and accurate reports and other communications suitable for distribution to internal and external customers.
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