

Marketing Specialist

At Vizance, we are always moving forward, with an attitude of true partnership among our fellow associates, our clients, our insurance company partners and our communities.

“Vizance” is a unique name that we created. It means “*moving forward*” and is pronounced VIZE-ense (combination of Vision and Guidance). The name embodies our vision: To be the leader in associate loyalty and client relationships.

WHY JOIN VIZANCE?

Vizance has over 165 associates in 13 locations throughout Wisconsin, and is among the top 1% of all insurance agencies in the United States, based on agency revenue. We are different from other insurance agencies – on purpose! The combination of our Culture, Independence, and Performance / System-Based Mindset clearly differentiate us as a company built to last. Our independence allows us to re-invest in our business and ensures optimal decision making and consistency for our associates and clients.

Vizance has earned a number of awards, including Top Workplaces, Best Places to Work, Future 50, and Fastest Growing Firms, and is proud to be a Minority-Owned Business Enterprise (MBE).

Vizance is adding a Marketing Specialist position to its home office in Hartland. This new position is largely hands-on and requires a “roll up your sleeves” mind-set. Our history of rapid growth means that this position includes the potential to help build and oversee the department as we continue to grow.

WHAT YOU WILL DO AT VIZANCE AS A MARKETING SPECIALIST

- Oversee Vizance’s marketing, communications, and branding, both internally (to associates) and externally (to future associates, clients, prospective clients)
- Build brand awareness, resulting in increased sales and associate recruitment
- Provide strategy and content direction for all marketing efforts while bringing forth new ideas
- Ensure consistency across all internal documents
- Draft articles, publications, and other PR-related content
- Plan and develop company marketing and communications materials, exhibits, and promotional programs
- Plan and execute webinars and seminars for clients
- Direct newsletter, direct mail, prospect letters, and advertising efforts
- Support sales efforts and track results of marketing efforts
- Administer company website, intranet, and social media
- Ensure that a positive and professional image of Vizance is conveyed to associates, clients, company partners, and the general public

WHAT YOU WILL BRING TO VIZANCE

- A Bachelor’s degree in marketing, public relations, communications, or related field
- A minimum of 3 years of experience in marketing
- Advanced verbal and written communication skills
- Strong editing and proofing skills with exceptional attention to detail



WHAT YOU WILL LIKE ABOUT BEING AN ASSOCIATE AT VIZANCE

- Comprehensive employee benefits package including medical, dental, vision, life, and disability insurance
- 401(k) match
- Paid training and mentorship
- Sponsored education opportunities
- Security of working for a stable, independent agency with a strong history of growth and a defined path for internal succession
- A supportive team environment that celebrates success and offers opportunities for growth

If you are looking for a promising career in a growing organization, then we want to hear from you!

Send resume to careers@vizance.com

