

Job Title:	Senior Account Executive	Department:	Marketing
Location:	Chicago	Team:	
Date posted:		Reports to:	Director of Marketing, Sales and Account Management

Salary Grade:	Type of position:	Shift:
	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor <input type="checkbox"/> Intern	Hours__40__ / week <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt

JOB SUMMARY

This position is responsible for pro-actively understanding client needs and enhancing the portfolio of the client business in the USA to detect and realize business opportunities by creating and pursuing imaginative concepts and methods for the sale of products and services on a Business-to-Business (B2B) basis and on a Business-to-Business-to-Consumer (B2B2) basis.

The primary focus is to manage and meet the deliverable expectations which consist of client deliverables, escalations and increasing revenue.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- **Business Development/Customer Relationship Management**
 - Driving business growth by proactively generating revenue from new and existing accounts.
 - Identification of attractive business opportunities – product, client or channel based.
 - Development of positive business relationships with clients and potential clients offering real opportunities to bring valuable business to the company.
 - Establishment of effective lines of contact with targeted markets and players therein.
 - Maintenance of long-term, personal Business-to-Business senior level relationships with key client prospects, intermediaries and partners.
- **Strategic Planning – Marketing and Sales**
 - In conjunction with the Marketing Director and the Business Management team, to produce and “own” the annual Sales Plan and to participate in the creation of the annual Marketing and Strategic Plan(?)
 - Generate invitations to participate in Requests for Proposals (RFPs) and Respond to those requests.
 - Identification of potential new product areas for research & development and in-market tests.
- **Management Excellence**
 - A proven ability to communicate effectively at all organizational levels both externally and internally.
 - Ensure effective hand-over of new business after implementation to internal teams.
 - Establish constructive and supportive working relationships with other members of the organization.
 - Timely introduction of others from Business Management team for cross-selling of specialist product or channel lines.
 - Attend and contribute positively to the Marketing meetings and other development venues as appropriate.

Disclaimer:

The statements mentioned above are a general description of the level of work being performed by the people assigned to this position. This is not to be interpreted as a complete list of all responsibilities, duties and skills required of candidates and employees. All company personnel may be required to perform duties outside their normal job functions when assigned.

COMPETENCIES. To perform the job successfully, an individual should demonstrate the following competencies:

- **Analytical** - Synthesizes complex or diverse information; Uses intuition and experience to complement data.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Written Communication** - Writes clearly and informatively; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Managing People** - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Provides regular performance feedback; Improves processes, products and services.
- **Business Acumen** - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.
- **Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

QUALIFICATIONS: To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

- Bachelor's degree (B. A.) from four-year College or university; and five plus years related experience in sales of health insurance and/or medical assistance services; or equivalent combination of education and experience.
- Significant experience in Account Management & Marketing in the insurance or enhancement /assistance services industry (8-10 years of experience)
- An in-depth understanding of the insurance industry with emphasis on life and health and secondarily along with a clear view of their future direction. Practical experience with personal insurance lines is a plus.
- Existing contacts with carriers, brokers and other intermediaries in the USA and Latin America.
- An understanding of the need to focus on the management of all aspects of account process management, from prospecting, presentations, negotiations and closing.
- A proven ability to gain business in insurance and financial services markets.
- A good grasp of all the financial implications of pricing and management of insurance contracts.

LANGUAGE SKILLS

- Ability to read, analyzes, and interprets general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

REASONING ABILITY

- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Ability to conceptualize, delivers, follow up and track promotional initiatives supporting the sales process.

COMPUTER SKILLS

- To perform this job successfully, an individual should have knowledge of Contact Management systems; Internet software; Spreadsheet software and Word Processing software (Power Point, and other presentation mechanisms). Some familiarity with Sales Force, Database administration, web-development technologies is a plus.

OTHER SKILLS AND ABILITIES

- International Travel up to 50%.
- Life, Accident, Health and P&C licenses are preferred but not required.
- Compelling presentation skills and a high level of comfort with public speaking.
- Spanish speaking is preferred but not required.

REVIEWED BY:

Title

APPROVED BY:

Title

LAST UPDATED BY:

Date:

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