



MARKETING MANAGER

We protect Relationships. Every promise we make – and we mean every single one – is made on the belief that understanding is essential, trust is earned, and execution is everything.

But above all else, Relationships Matter.

Byars|Wright is “Where Relationships Matter”. We protect relationships - and that starts with our own. We are a family. We believe everyone needs a place to belong and someone to believe in them. While engaging employees and promoting a positive company culture, we also define a path that fuels the future and leads to success for each team member both professionally and personally. We challenge each other and are fierce competitors. In the end, **we WIN together.**

Our agency purpose is “**Build People, Protect Relationships.**” Living out that purpose includes identifying new team members. Our Relationship Development Center (RDC) relentlessly and proactively pursues our agency’s future talent, looking for those that will fit our culture and join the journey that is Byars|Wright. The RDC also leads the charge in training and positioning our employees to be successful.

A Marketing Manager at Byars|Wright works with Producers and Account Managers on available markets and information needed to place new accounts; they are story tellers. Below is a sampling of the responsibilities of this role:

- Establish and recommend appropriate coverages on new submissions
- Review and put together loss control and pricing programs for individual pieces of new business
- Follows-up rigorously with carriers so that new and renewal quotes are delivered on a timely basis
- Negotiates with suave and determination to get the best coverage/pricing/add-ons available to any agency client
- Tracks marketing activities in agency management system with full applications, open activities, and the agency-specific marketing spreadsheet
- Determines with Producers and Account Managers the best placement and terms for renewing accounts; does the actual placement and negotiation of appropriate accounts
- Prepares a presentation-ready proposal, quote, and summary in the agency-approved format preferred by the Producer on the accounts marketed
- Assists/counsels Account Managers on submissions they choose to market themselves; Account Managers markets all renewals that they can, using Marketing Manager when necessary, such as marketing accounts with difficult/unusual new and renewing risks
- Uses the resources available to stay current on market information and builds relationships with carriers

The employee status for this position is classified as **Exempt

So - if you're a dynamic thinker, detailed worker, and positive person with fervor for driving a top-notch customer experience and building exceptional, long lasting customer relationships, you may be a fit.

Contact Ameer Donald at whererelationshipsmatter@byarswright.com