



About Us

Since 1977, TransRe' vision has been to deliver the capacity and expertise necessary to contribute to the sustainable growth of prosperous communicates worldwide.

Our Mission

Our mission is to be the first- choice provider to reinsurance to our customers, based on:

Experience	the foundation of our long term, trust-based relationship is built on long tenured leadership in every line in every region.
Accessibility	our global network of local support for all property and casualty lines of business.
Strength	the cornerstone of our ability and willingness to pay claims.
Innovation	to track record of collaboration and service delivery to support your sustainable profitable growth.
Expertise	the basis of our timely, value-added insight and offerings.
+ Resilience	we exist to improve the resilience of communities worldwide, through our products, our people and our partnerships.

We have the following job opportunity in our **Arlington, VA** office:

Director of Marketing

Description

We are looking for an individual to identify and lead marketing initiatives through event coordination, relationship management and social media that establish opportunities for brand promotion and business retention & growth. Responsibilities include, but are not limited to the following:

- Create and execute marketing strategy to identify markets and opportunities for PRMS to garner company leads, sales and business development while maintaining current policy holder base.
- Develop, foster and manage endorsement, sponsorship and partnership relationships.
- Identity, create and implement strategic opportunities to promote PRMS brand including partnerships, endorsements, sponsorships, and collaborative initiatives within the industry.
- Collaborate with insurance services, risk management & claims to develop and promote strategies to proactively respond to client needs and concerns.
- Represent PRMS at industry meetings, sponsored events, partner activities and trade shows.
- Create and effectively market PRMS goodwill initiatives for maximum visibility and support of the behavioral health community and related organizations.
- Ability to digitally market PRMS by optimizing content to effectively communicate with target market and drive business to PRMS.
- Ensure PRMS brand integrity on written communications, campaigns, website, social media and client outreach.
- Perform market research and monitor industry trends and events affecting business.

We support diversity in the workplace. We are an Equal Opportunity Employer.



Requirements

- Bachelor's degree in marketing, management or another business-related field.
- 10+ years of marketing, relationship management and/or strategic planning.
- Well organized and detail oriented.
- Strong writing and communication skills.
- Strong computer skills and social media insight.
- Experience in direct marketing a plus.
- Experience in insurance industry a plus.
- An understanding of the behavioral healthcare community industry a plus.

Our Values

To achieve our Vision and Mission, we maintain a culture of the highest ethical standards. We treat our employees and customers fairly. We stand behind our products and services. We act with:

Integrity	work honestly, to enhance TransRe's reputation.
Respect	value all colleagues. Collaborate actively.
Performance	we reward excellence. Be accountable, manage risk and deliver TransRe's strengths.
Entrepreneurship	seize opportunities. Innovate for and with customers.
Customer Focus	anticipate their priorities. Exceed their expectations.

Interested in applying for this role? Email us your resume at careers@transre.com with the job title in the subject line.