



## **Associate Director of Marketing (PRMS)**

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

### **Description**

The Associate Director of Marketing will be part of the Professional Risk Management Services (PRMS) team, which provides medical malpractice insurance to psychiatrists for FAIRCO. Both PRMS & FAIRCO are subsidiaries of TransRe Holdings, a Berkshire Hathaway company. This role is responsible for identifying and leading marketing strategy and initiatives for PRMS through event & exhibit coordination, advertising, digital marketing, and relationship management to establish opportunities for brand promotion, business retention, and growth. Responsibilities include, but are not limited to:

- Creating and executing a cohesive marketing strategy in line with PRMS' overall business goals identifying target markets and opportunities for PRMS and FAIRCO to drive company leads, sales and business development while maintaining current client sales and retention goals.
- Leading, managing, and mentoring a team of three direct reports with diverse skill sets.
- Leading marketing for new product lines, including market research, go-to-market strategy, branding and creative development.
- Identifying, creating, and implementing strategic opportunities that promote PRMS and FAIRCO brands including developing and managing partnerships, endorsements, sponsorships, and collaborative initiatives within the industry.
- Developing, managing, and tracking annual marketing budget, projections, and spend allocations.
- Executing integrated marketing campaigns across digital, advertising, and event channels, including SEO/SEM, email, and social media, to optimize content and effectively engage target markets.
- Collaborating with Underwriting, Risk Management, and Claims departments to develop and promote strategies that proactively address client needs and concerns.
- Representing PRMS at industry meetings, sponsored events, partner activities, and company-hosted events.
- Creating and promoting PRMS goodwill initiatives for maximum visibility and support of the behavioral health community and related organizations.
- Owning the PRMS brand by implementing brand standards across written communications, campaigns, web, social media, and client outreach; leading the creative direction.
- Supporting FAIRCO marketing initiatives, including event support and creating/scheduling social media content.

### **Requirements**

- 10+ years of marketing and relationship management experience in a leadership role.
- Experience in service marketing across B2B and B2C channels, a plus.
- Experience in the insurance industry and/or understanding of the behavioral healthcare community, a plus.
- Strong digital marketing and social media skills, with proficiency in relevant software and tools.
- Excellent writing, editing, and verbal/written communication abilities.
- Ability to travel up to 20% of the time.

### **Work Schedule**

TransRe is supportive of an agile work schedule, which may differ based on individual roles, your local office's practices and preferences, marketplace trends, and TransRe's business objectives. This position is eligible for a hybrid work schedule with 4 days in the office per week, and 1 day remote.

*Interested in applying for this role? Please visit our [Careers Page](#) to apply*