

## Position Opening

### Communications Specialist

#### Overview:

Looking for a role where you can be strategic, creative and have a strong sense of autonomy? Rural Mutual Insurance is in search of a Communication Specialist to ensure our employees and sales agents across the organization are consistently informed about RMIC goals, projects, and corporate updates. As part of the Marketing Team, this role develops and implements strategies to promote the organization's brand and programs. The role works in close partnership with Product, Sales, and Organizational Development to craft engaging, relevant and timely communications. Rural Mutual Insurance is routinely recognized as a Best Place to Work in Dane County and has a strong reputation for success in the insurance industry.

#### Duties & Responsibilities:

- Develop and implement communication plans and strategies to support the organization's objectives, projects, and goals.
- Collaborate with various departments and be a brand ambassador to ensure consistent messaging across all communication channels and platforms.
- Write and edit content for various communication channels including website, social media, email, newsletters, press releases, internal platforms, and other marketing materials.
- Review current content to make sure it is accurate, up-to-date, and user-friendly.
- Partner in the development of communication timelines in support of company events, product launches, press releases, and speaking engagements.
- Work closely with Sr. Marketing Strategist on the annual editorial calendar

#### Qualifications:

- Bachelor's degree in Communications, Public Relations, Marketing, or related field.
- 3-5 years of experience writing in a corporate environment, with a variety of communications channels, including corporate intranets.
- Must possess fluent written and verbal communication skills, with high attention to grammar and written presentation.
- A self-starter with effective time and project management skills.
- Ability to influence others while moving toward a common vision or goal.
- Creative thinker with strong problem-solving skills, able to work under tight deadlines.
- Follows through on commitments and displays a can-do attitude.
- Takes personal responsibility for decisions and actions.
- Establishes and maintains effective customer (internal & external) customer relationships.
- Bilingual abilities (Spanish, Hmong, etc.) a plus.

#### How to Apply:

Email cover letter and resume to:  
Mark Schuster, VP Organizational Development  
mschuster@ruralins.com  
(608) 828-5404

**Rural Mutual Insurance Company is an Equal Opportunity Employer**