



Assistant Vice President, External Communications Commercial Markets

Overview of the Position

Located in Hartford, CT, the Assistant Vice President of External Communications, Commercial Markets will report to the Vice President of Communications, Commercial Markets and will be responsible for leading a team that manages external media, public relations and communication activities related to The Hartford's Commercial Markets business. This individual, along with his/her team, will provide strategic and tactical leadership related to promoting The Hartford's business, products and brand through external communications, including public relations programs, media relations, social media and additional communication channels. Optimally this position will help drive an integrated, cross-functional approach to communications and public relations. This will entail a process that fuses industry knowledge, competitive awareness, creative thinking, company brand and insights, continually shifting business line economics and product capabilities in the highly competitive markets in which we compete.

Responsibilities

- Serve as the primary point of contact for everyday external communications activities related to the Commercial Markets business, ranging from organizational and staffing changes, product offerings, future growth plans, competitive positioning, claims management, response to natural catastrophes, public policy issues, legislative issues, and legal issues.
- Provide leadership in the development of external communications strategies and messaging related to the Commercial Markets business. This includes assisting on daily and long-term communications activities, developing messaging and communications strategies, and managing production and operations-wide distribution of crisis communications.
- Cultivate a proactive media relations strategy regarding key business initiatives to gain positive media coverage for the business. Review news releases, develop talking points, aggressively pitch stories, handle interviews of company personnel and shepherd stories through to completion.
- Effectively respond to reactive media inquiries, positioning The Hartford's Commercial Markets business in a light which reflects fairness and balance on the part of news organizations and other outside interests. Work with key internal stakeholders to devise a strategy for handling inquiries, researching issues, creating talking points and successfully delivering the company's position.
- Coordinate media relations regarding the Commercial Markets business with the corporate media relations and corporate marketing teams to ensure that a consistent enterprise-wide brand and media strategy are portrayed.
- Identify key industry trends with the goal of either creating opportunities for The Hartford's Commercial Markets business to be positively featured, or preparing a reactive position.
- Draft critical executive-level communications and contribute on sensitive issues related to corporate issues that might arise at annual shareholder meetings, investor conferences, employee meetings, speeches, presentations, and other communications to external audiences; and ad hoc communications for other key executives.
- Manage relationships with external marketing/communications firms when required.
- Help to represent the company with industry trade associations and member companies, including work with those associations and companies on industry-wide campaigns and other matters of common interest.
- Manage teams of individuals including direct reports, as well as those assigned to cross-functional project teams, and engage the team in reaching specific objectives.

- Serve as a media relations representative on cross-functional company-wide initiatives.
- A key success measure for this role is the ability to work as a member of a team, highly integrated with other team members, and able to support each other whether the challenge is an internal or external program, or unique to the role's primary area of support or across the company.

Candidate Profile

- Bachelor's degree (Communications, Journalism, or English preferred) required
- A minimum of 10 years of related work experience in the fields of media relations, corporate communications, journalism or public relations required. Media relations experience in a large insurance or financial services company preferred. A mix of firm/agency and corporate experience desirable.
- Demonstrated ability to develop and execute proactive media relations programs.
- Experience leading crisis communications required; Experience leading change and M&A communications preferred.
- Strong business acumen and a true interest in and curiosity about the workings of business.
- Previous experience managing a team with an understanding of how to develop team members and leverage the strengths of individual team members.
- Demonstrated ability to successfully develop and implement integrated communications strategies that advance the business objectives of the organization.
- Demonstrated understanding of the news media and experience working with local, national and trade reporters on complicated matters.
- A grasp of complex issues that can potentially face a Fortune 100 company, including experience working with financial matters, legal issues and regulatory issues, as well as human resources matters.
- Previous experience managing relationships with external marketing/communications firms.
- Innate ability to work well with others and foster a team environment. A team player with excellent planning and organizational skills; must have high energy level, with the ability to juggle multiple tasks and changing priorities.
- A confident, strategic thinker who can provide strategic communications and counsel to executive management.
- Excellent written and verbal communications skills with a strong attention to detail.

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At the Hartford, our compensation philosophy is simple: we pay competitive base salaries and reward performance. In addition, you will be eligible to participate in our comprehensive benefits program including Medical, Dental, Life and Disability Insurance, a 401K Plan, an Employee Stock Purchase Plan and more.

If you are interested in applying for this opportunity or would like additional information regarding careers at The Hartford please visit:

www.TheHartford.com/careers

Greg Rogers

Executive Recruiter

The Hartford Financial Services Group, Inc.

Gregory.Rogers@TheHartford.com

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