



Creative Director, Personal Lines

Overview of the Position

Based in Hartford, CT, the Creative Director will report to the Assistant Vice President of Marketing, Personal Lines and will be responsible for driving the development of impactful, integrated online/offline advertising in support of the direct-to-consumer channel. This role also owns the complete creative approach to customers across all advertising including direct-to-consumer, on-line, sponsorship and public relations. Creative and content development will be built from consumer insight and will require the close management of advertising agencies, internal program managers, and other company constituents. The effectiveness of advertising elements will be monitored by the person in this role through a disciplined testing philosophy.

Success in this role will require that campaign plans are built to support key business unit messages and positioning. In many cases, advertising creative will be delivered to direct or intermediary customers within the department. There will be an expectation that legal compliance is obtained and that key affinity partners are in agreement. This is a leadership role within the Marketing & Strategy group for The Hartford's Personal Lines business.

Responsibilities

1. Drive the incorporation of creative strategies within offline and other online mechanisms.

- Develop foundational creative briefs derived from consumer insights that provide advertising agency partners with clear direction.
- Manage the creative development process including concept reviews, development and production. Will require intense scrutiny of creative elements and the coordination of the marketing execution team, executive, corporate marketing, legal, affinity partners (AARP) and external feedback.
- Work with media execution and program managers to ensure effective testing, tracking, and feedback mechanisms that will improve response/conversion results.
- Manage the creative development agencies to maximize results. Along with the marketing execution team, provide the agencies the link to the business goals and creative needs. Drive for perfection in direct response best practices balanced with all corporate branding needs.

2. Partner with the Online team to create synchronized content for websites that advances marketing strategies and positioning.

- Understand the flow of business through all websites.

- Extend all offline communication efforts into digital with the help of the online team. Ensure messaging consistency.
- Develop tools that support the idea of “uninterrupted pursuit of everyday dreams”.
- As needed, manage a testimonial approach that takes advantage of online interaction.
- Establish connections across online sales and service to ensure fulfillment of marketing promises.

3. Provide facts to support business cases.

- Partner with program managers and data analytics to develop effective testing platforms.
- Work with program managers and data analytics to present findings and make recommendations based upon factual findings from testing.
- Incorporate research findings and/or live results to improve upon existing creative and to drive editing of new efforts. Avoid one-and-done production by improving the advertising on the fly.

4. Help program managers and media execution to achieve transactional goals.

- Drive for winning creative that supports operating plan commitments.
- Support the work of program managers by providing them with the right creative based upon their input.

5. Vendor Management

- Manage the creative development activities of large advertising agencies and other boutique agencies as needed.
- Develop and maintain an active vendor list, aggressively negotiating price, ensuring quality, and maintaining relationships.

Candidate Profile

- Bachelor’s degree required; Advanced degree preferred
- A minimum of 10 years marketing, communications and creative experience, along with proven knowledge and experience in advertising, branding and public relations functions within a large corporate, direct-to-consumer environment required. Management experience strongly preferred.
- Experience in a Fortune 500 company in the financial services industry is preferred. Experience in an advertising agency a plus. Clear understanding of the property and casualty marketplace, products, services and goals is desirable.
- Mastery in managing a creative agency required.
- Experience in a variety of advertising/marketing channels required. Mastery of online acquisition advertising is required. The incumbent must have a demonstrated history of building creative that links to offline campaigns.

- Experience as a creative strategist with an in-depth understanding of direct response and the testing design concept required. Previous work with direct response testing design and a demonstrated ability to adjust strategy based on testing results required.
- Demonstrated ability to build value proposition through creative campaigns.
- The role will be expected to be quite comfortable with data and will be expected to communicate results throughout all levels of the company. Comfort in discussing costs and response/conversion ratios are required as is knowledge of ROI.
- This position requires a balanced blend of creative, analytical, budgetary, and people and project management expertise.
- Sales and marketing experience in the property & casualty industry, marketing promotions/event planning, database marketing, and research skills are a plus.

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