

**Company: Travelers Insurance**  
**Position: Director, Social Media**  
**Location: Hartford, CT**  
[www.travelers.com](http://www.travelers.com)

Do you eat, sleep and breathe online communities, forums, blogs, virtual worlds, and social networks?

Travelers Personal Insurance division, a leader for more than 140 years, is looking for an engaging person who knows how to interact with communities throughout the online social space. The qualified candidate will be responsible for developing and driving the online communications strategy for the Direct-to-Consumer organization.

**Responsibilities:**

- Own the Personal Insurance social media strategy, execution and management.
- Persuade internal team, gain buy-in and leverage agency to execute the strategy.
- Own the development and management of viral marketing campaigns.
- Create, facilitate, and participate effectively and authentically in key conversations about Travelers on blogs and other online social media channels. In this role, you will be the online representative for Personal Insurance. Develop and execute a blogging communication strategy, including:
  - Become accessible to the blogging community
  - Manage responses to negative and positive feedback
  - Generate buzz and interest in various forms of digital media such as online videos, blog posts, news articles, images, and more
  - Monitor and analyze social media trends for the Travelers brand
  - Develop, execute and manage the online content to drive organic search engine ranking for the Personal Insurance pages of Travelers.com.
  - Create and maintain visible Facebook, YouTube, Twitter, Loopt, Digg, Fark accounts and other social media profiles.
  - Report on the effectiveness of social site placement and conversations on the web.

**Qualifications:**

- Bachelors degree in Communications, PR, English, Marketing or other related field
- 8+ years B2C marketing, communications or PR experience
- 2+ years of social media experience
- Deep familiarity with social media, viral and word of mouth online marketing practices
- Excellent consulting, writing, editing, and communication skills, including an engaging written voice
- Experienced builder and executer of online social media strategies
- Experience moderating group discussions and managing community leaders

For immediate consideration, please contact Dannette Hanson at 651-310-3229 or [dshanson@travelers.com](mailto:dshanson@travelers.com)