



KNOWLEDGE || RELATIONSHIPS || RESULTS

Job Title:

Alabama and Tennessee Agency Development Manager

Company:

Mathison Insurance Partners

Location:

Birmingham, Alabama, Nashville, Tennessee, or other location
with the ability to drive to Alabama and Tennessee

Job Type: Full-Time

Company Overview:

Mathison Insurance Partners is a leading wholesale insurance broker specializing in Farm and Ranch, Commercial Agribusiness, Financial Institutions, High Net Worth and E&S Personal Lines Business, Inland Marine, Excess Casualty, and Professional Lines of business. We act as an extension of our agents' business by providing innovative insurance solutions, unparalleled market access, and exceptional service. We are committed to fostering strong relationships with our carrier partners and agency clients, driving mutual success through expertise and collaboration.

Position Summary:

The Agency Development Manager for Alabama and Tennessee will be a strategic and results-driven professional responsible for developing and executing comprehensive marketing initiatives to drive business growth, expand our agency network, and strengthen our brand presence within these key states. This individual will serve as a vital link between our company, our carrier partners, and our retail agency clients, ensuring effective communication and consistent delivery of our value proposition.

Key Responsibilities:

- **Market Strategy & Development:**
 - Develop and implement targeted marketing strategies for the Alabama and Tennessee markets, aligning with overall company goals and growth objectives.
 - Conduct thorough market research to identify trends, competitive landscapes, emerging risks, and opportunities within the wholesale insurance sector in both states.

- Analyze agency production data and market metrics to identify areas for growth and develop proactive marketing plans.
- Collaborate with sales and underwriting teams to identify new product needs and market segments.
- **Agency Relationship Management & Engagement:**
 - Cultivate and strengthen relationships with existing and prospective retail insurance agencies in Alabama and Tennessee.
 - Act as a primary point of contact for agencies regarding new products, appetite changes, systems, and marketing support.
 - Plan and execute agency training programs (online and in-person) on our products, processes, and systems to enhance agency understanding and utilization.
 - Develop and distribute compelling marketing collateral, presentations, and communication materials tailored to agency needs.
 - Organize and attend agency visits, industry events, trade shows, and conferences across Alabama and Tennessee to promote our offerings and network with Agents.
- **Carrier Partner Collaboration:**
 - Maintain strong relationships with carrier representatives, understanding their appetites, products, and marketing support.
 - Serve as an information conduit between carriers and our agencies, ensuring seamless communication of updates and opportunities.
 - Collaborate on joint marketing initiatives with carrier partners to drive mutually beneficial outcomes.
- **Content Creation & Digital Marketing:**
 - Manage and optimize digital marketing channels (e.g., email marketing, social media, website SEO) to generate leads and enhance brand visibility.
 - Utilize marketing automation tools to track activities, manage campaigns, and measure effectiveness.
- **Brand Management & Communication:**
 - Monitor and report on the effectiveness of marketing campaigns, providing insights and recommendations for continuous improvement.¹
 - Develop and manage marketing budgets, ensuring efficient allocation of resources.

Qualifications:

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- Minimum of 5 years of progressive marketing experience, with at least 2-3 years specifically within the insurance industry (wholesale insurance experience highly preferred).
- Demonstrated knowledge of Property & Casualty (P&C) insurance coverages and the wholesale brokerage model.
- A strong understanding of the insurance markets and regulatory landscapes in Alabama and Tennessee is a significant plus.
- Proven track record of developing and executing successful marketing strategies that drive measurable results.

- Excellent written and verbal communication, presentation, and interpersonal skills.
- Strong analytical skills with the ability to interpret market data and campaign performance.
- Proficiency in marketing automation platforms, CRM software (e.g., Salesforce, Applied Epic), and digital marketing tools.
- Ability to work independently and as part of a collaborative team in a fast-paced environment.
- Self-motivated, proactive, and results-oriented with a strong ability to prioritize and manage multiple projects.
- Willingness to travel regularly across Alabama and Tennessee (approximately 25-40%).
- Relevant state insurance licenses (e.g., P&C license) are a plus, or willingness to obtain within a specified timeframe.

What We Offer:

- Competitive salary and comprehensive benefits package.
- Company Car
- Opportunity to make a significant impact on business growth in key markets.
- A collaborative and supportive work environment.
- Professional development and growth opportunities.
- The chance to work with a dynamic team and industry-leading carrier partners.

To Apply:

Interested candidates should submit their application online, including a cover letter outlining relevant experience and a resume at mathisonins.com/careers. Questions? Contact Chris Mathison at cmathison@mathisonins.com.
