

**Job Title:** Director of Marketing

**Location:** US-Remote

**Company Description:**

Insight Risk brings Builder’s Risk Insurance into the digital age, providing world-class insurance programs combined with technology-enabled loss prevention and productivity tools that lower Total Cost of Risk for clients while enhancing underwriting profitability. A leader in both the fire-resistive and wood frame construction sectors, Insight Risk promises a fulfilling, dynamic, and financially rewarding opportunity to forward-thinking professionals determined to change fundamentally the way risk is assessed, priced, transferred, and administered.

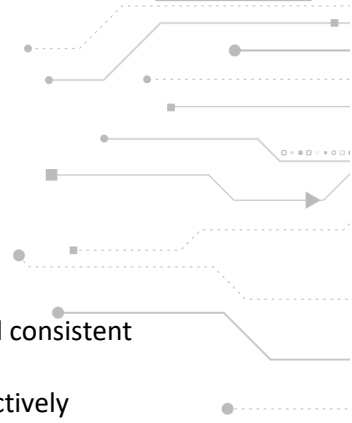
**Job Description:**

We are seeking a dynamic and results-driven Director of Marketing to lead our marketing efforts with focus on three primary distribution channels: risk managers operating in selected industry verticals including Higher Education, Healthcare, and Real Estate Development; commercial insurance brokerage firms ranging from large multinational firms to specialist companies operating in the construction market; and large insurance organizations capable of directing capital to the company in the form of insurance capacity. As the Director of Marketing, you will be responsible for developing and implementing strategic marketing plans for those channels, working with our founders and the direct sales team to conduct successful sales initiatives, and you will play an influential role in creating the Insight Risk brand and fostering strong brand awareness as we grow. This position requires a thorough understanding of marketing, persuasive selling, and brand management; an awareness of emerging construction technologies and how the implementation of technology can create superior risk management outcomes; excellent leadership skills; creativity and problem solving skills; and the ability to effectively communicate externally to our customers, prospects, and partners as well as to key internal stakeholders including senior management, investors, insurance capacity and broker partners, the media, technology vendors, and industry groups.

**Key Responsibilities:**

- **Marketing Strategy:** Develop and execute a comprehensive marketing plan and strategy that aligns with the company's objectives and growth targets.
- **Brand Awareness:** Develop and implement brand awareness strategies that resonate with our target audiences, elevating our company's presence in the insurance, construction, and IoT technology markets. Ensure that brand awareness initiatives directly contribute to revenue generation through increased brand recognition, customer trust, and lead generation.
- **Product Marketing:** Leverage your expertise in product marketing to create compelling narratives around our construction technology solutions. Highlight the unique value propositions and drive the adoption of our products in the market.
- **Content Creation:** Lead content development efforts, creating engaging and informative materials such as blog posts, whitepapers, case studies, web pages, and videos.





- **Marketing Calendar:** Plan and manage the marketing calendar, ensuring timely and consistent execution of marketing initiatives.
- **Marketing Materials:** Oversee the creation of marketing collateral, ensuring it effectively communicates our brand and products to our target audience.
- **Conference Sponsorships:** Identify relevant industry conferences and events, and coordinate sponsorships to maximize our brand exposure and networking opportunities.
- **Sales Material Creation:** Collaborate with the sales team to produce sales enablement materials, including presentations, data sheets, and proposals.
- **Risk Management:** Apply your understanding of risk management principles to shape our marketing messages and initiatives, addressing concerns and positioning our solutions as risk-mitigating.

#### Qualifications:

- Bachelor's degree in marketing, business administration, or a related field.
- Proven experience in product marketing within the construction technology industry.
- Strong understanding of risk management concepts, with experience in communicating and addressing risk-related issues.
- Minimum of 6 years of marketing leadership experience.
- Exceptional strategic thinking and problem-solving skills.
- Demonstrated success in developing and executing marketing strategies that drive results.
- Proficiency in digital marketing, including SEO, SEM, social media, and email marketing.
- Excellent written and verbal communication skills.
- Strong project management and team leadership abilities.

Insight Risk provides equal opportunity to everyone, and we do not tolerate discrimination or harassment to anyone. We strive to ensure our employees have the best experience possible! We provide comprehensive and competitive benefits packs for our full-time employees.

- Medical, Dental, and Vision fully subsidized by Insight Risk
- Health Savings Account with employer contributions
- 401k after 6 months of employment
- Education and Certification Reimbursement and Bonus programs
- Paid Time off and company Holidays with floating holidays for flexibility

#### Contact:

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