

COMPANY NAME:

Prudential

JOB TITLE:

VP, Marketing - Pension Risk Transfer

DESCRIPTION/RESPONSIBILITIES:

The VP, Institutional Marketing - Pension Risk Transfer will be responsible for leading the Marketing Strategy and driving the Marketing execution for the Pension Risk Transfer and Structured Settlements business teams within Prudential Retirement to position Prudential as a leader in this marketplace. He/she will serve as a critical member of these teams, and will represent the entire Marketing organization as the business team strategies and operating plans are developed and implemented. This is a highly visible leadership role within Prudential Retirement.

Specific responsibilities include:

- * Develop & execute specific marketing strategies to build awareness and credibility with corporate finance leaders and their advisors of Prudential as the leading provider and innovator of pension risk transfer strategies

- * Work cross functionally as a member of the Pension Risk Transfer and Structured Settlement business teams in the development, planning and execution of the strategic and operating plan.

- * Translate complex business needs into high impact campaigns and strategies that will produce measurable business results.

- * Represent Marketing as a Center of Excellence to develop the best possible campaigns, strategies and methods but also possess strong working knowledge on how to mobilize teams to get the work done.

- * Lead the Pension Risk Transfer work of the marketing team following the overall mission, vision, and values of the retirement organization. The ideal candidate will work closely with our Client Relations and Business Development Team and Key Accounts Team in Newark.

- * Work closely with clients, prospects, consultants and advisors to positively position Prudential and our solutions in the marketplace.

This position can be located in Hartford, CT or Woodbridge, NJ.

REQUIRED SKILLS:

- * A minimum of 7-10 years of institutional marketing experience, preferably in the retirement industry. Management experience required.

- * Strong knowledge of pension, actuarial or institutional investment products through a complex channel of distribution and negotiation, and in a highly regulated environment.

- * Strong knowledge of corporate financial decision making and experience influencing Treasurers and other financial leaders.

- * Knowledge of corporate financial statements, insurance products, and the institutional buying process.

- * Understanding of pension, actuarial or institutional investment products through a complex channel of distribution and negotiation, and in a highly regulated environment.

- * Solid knowledge of the pension marketplace, key competitors, industry trends and key buying behaviors of institutional audiences and sales cycles will be needed.

- * Bachelors degree required; advanced degree preferred.

- * Designations including FSA, ASA, CFA and/or related industry designations considered a plus.

* FINRA Series 7 and 63 licenses required within 120 days of hire.

To apply for this position, copy/paste the following URL into your browser:

http://ars2.equest.com/?response_id=b30e625dd3190577c540832898b94016