

**Job Title:** Data Communications and Education Specialist  
**FLSA Status:** Exempt

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### **Summary**

The Data Communications and Education Specialist is responsible for supporting SLTX through effective data analysis, reporting, communications and training development. This role combines analytical and creative responsibilities to ensure organizational data is accurate, accessible, and effectively translated for the industry.

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### **Essential Responsibilities:**

#### **Communications & Content Development**

- Draft, edit, and distribute communications materials.
- Develop content (written, or video format) for newsletters, email campaigns, social media platforms, and the SLTX website.
- Support data messaging consistency across all communication channels, in long-form and short-form content
- Assist in creating presentations, infographics, and outreach materials.
- Coordinate communication timelines and publication schedules.
- Responsible for educational content and process based on industry standards.
- Monitor the company's social media platforms and online presence.

#### **Business Improvement and Education:**

- Develop training programs, through SIRCON for CE certification, to meet professional development and/or licensing standards.
- Create learning plans that support agent and business goals through education.
- Promote industry related education at various events.
- Assist with marketing materials for educational programs and events.
- Use data analysis to identify areas for improvement in business processes.
- Understand how data flows through systems and how it connects to business processes related to communications and education.

#### **Stakeholder Communication:**

- Communicating data insights to stakeholders through reports, dashboards, and presentations.

#### **Data Strategy, Analysis and Quality:**

- Support data analysis strategies, data analysis processes and ensure accuracy and integrity.
- Create graphics and data visualizations for internal and external consumption
- Other internal duties as necessary and assigned.
- Identify and analyze trends, patterns, and insights from data, and translating findings into communication strategies.

#### **Staying Current:**

- Keep up to date with trends and technologies for communication, industry education, and data analytics.

**Project Management:**

- Manage communication, education, and data analysis projects, including planning, execution, and reporting.
- Manage communication and education initiatives.

**Collaboration:**

- Collaborate with departments and stakeholders, understanding SLTX's communication and education as well as data needs and requirements.

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**Minimum Qualifications**

- Bachelor's degree in communications, Data Management, related field. Equivalent education and experience will be considered.
- Strong analytical skills with attention to detail and accuracy.
- Knowledge in creating reports and presenting data findings.
- Proficiency in Microsoft Word, Excel, and Outlook.
- Strong planning, organization, and time management as well as written and verbal communication.
- Experience with data reporting, and database management.
- Proficiency in Microsoft Office Suite and/or Google Workspace.
- Ability to manage multiple projects and meet deadlines.
- Ability to work independently and collaboratively in a team environment.

**Preferred Qualifications**

- Experience in the insurance industry, brokerage operations, or related field.
- Experience with MailChimp, Canva, or similar communication tools.
- Experience with data mining, analysis, and research methods.
- Familiar with Insurance, compliance, CE, and agent communications.
- Familiar with reporting/BI tools (Power BI, Tableau).

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**Disclaimer**

This job description is intended to be representative of the general nature, scope, and level of work performed by an incumbent in this position. It is not intended to be an exhaustive or limiting list of all responsibilities, duties, and skills required of all assigned to this position. Additional duties may be assigned. Management reserves the right to modify this job description at any time.

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**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Manager Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_