

LITERACY & ARTS

- Advertising
- Marketing & Communications
- Event Management
- Public Relations

There are many ways to artfully approach insurance and reinsurance. Think about the industry's origins: it began by insuring ships and cargo during early European sea voyage. It meant that a sunk or damaged ship might suffer material and human loss, but its value could always be treated separately and preserved. Insurance made it possible to explore and develop the new world during a time of dangerous maritime travel. What new world could seem possible because of (re)insurance today?



If you like literacy and arts, you might be interested in exploring a (re)insurance career in:

Advertising > Marketing & Communications > Event Management > Public Relations

Curious about Communications or moved by Marketing?

Communicators and marketers are the voice of a company. They create and articulate marketing and communications programmes that describe and promote the company and its products and services, both internally to employees and externally to clients, shareholders and the media. It is a creative and rewarding career that operates in a dynamic environment. You must be focussed, work well under pressure, often to tight deadlines and must have the ability to change direction quickly according to priorities.

What do they do?

- Create marketing materials and advertising to promote a company's products and services including print and digital media
- Prepare presentations and speeches aimed at employees and clients
- Protect a company's reputation and ensure that its brand and logo are used correctly
- Manage a company's social media and online presence
- Design communications programmes to keep employees informed of the company's activities such as newsletters and intranets
- Event planning and sponsorship
- Design and maintain company websites
- Write news releases and coordinate public, media and community relations

Education and background

Most marketing and communications professionals have university degrees in English, communications, business administration, public relations, advertising or marketing. Excellent written, listening and oral communications skills are required. Research skills are an asset as well as familiarity with desktop publishing and graphic design programs.

Further information

www.iabc.com - IABC - International Association of Business Communications

www.imcane.com - IMCA - Insurance Marketing Communications Association

www.prsa.org - Public Relations Society of America

www.marketingpower.com - American Marketing Association

The information in this flyer is provided by the Association of Bermuda Insurers and Reinsurers (ABIR) to help students explore potential careers in the insurance industry using their favourite school subjects. Please consult your career guidance counsellor and do your own research to help you plan your career path. Bermuda's insurance industry offers many interesting careers for Bermudians. Start early to make the most of the opportunities available.

Find out more about ABIR at: www.abir.bm



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