

Tennessee Department of Treasury



**Outreach Representative** (external wholesaler)

**About the Department**

The Tennessee Department of Treasury impacts the lives of Tennesseans every day. Treasury is responsible for many of the financial operations of state government, including managing more than \$50 billion in assets through its various investment programs. Treasury strives to serve all Tennesseans by helping to educate and enable them to make smart financial choices.

**TNStars and ABLÉ TN Outreach Representative Job Description**

The TNStars Outreach Representative will market the State's TNStars® College Savings 529 Program and ABLÉ TN Program through outreach efforts concentrated towards Tennessee-based financial advisors and corporate employers.

The TNStars Outreach Representative will be responsible for increasing participation in the TNStars and ABLÉ TN programs by:

- Developing an expertise in 529 college savings plans and ABLÉ programs in general as well as the key selling points that distinguish the TNStars and ABLÉ TN programs from competitors
- Establishing and maintaining relationships with financial professionals and corporations through outbound calling, emailing and in-person meetings
- Conducting presentations and seminars
- Maintaining an organized database of financial professionals and corporate offices
- Conducting industry research and assisting with the development of marketing materials
- Frequent travel throughout the state of Tennessee (mainly day trips)

**Qualifications**

- Bachelor's degree from an accredited, four-year college or university required
- Financial industry experience desired
- Demonstrated relationship building skills
- Excellent oral and written communication skills

- Ability to learn quickly, demonstrate intellectual curiosity, and work in a self-directed environment
- Engaging and positive personality
- Ability to work independently and manage time and a travel budget efficiently
- Familiarity with Client Relationship Management (CRM) software desired
- Familiarity with 529 and 529A plans desired
- Must reside within Middle Tennessee

To apply, submit your resume to: [Treasury.Resumes@tn.gov](mailto:Treasury.Resumes@tn.gov)

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