More Opportunity

Director, Personal Insurance

About Lacher
Lacher is a second-generation, independently owned insurance firm. Our mission is to provide clarity and focus for our clients, enabling them to prioritize what matters most in life. Located in Souderton, PA, we serve approximately 10,000 personal insurance clients with a dedicated team of professionals in our Personal Insurance Division.

Position Summary
The Director of the Personal Division will oversee and lead the Personal Insurance team, ensuring operational excellence, client satisfaction, and team development. This role requires a hands-on leader who can think critically, move with intensity and motivate the team in a fast-paced environment while maintaining high standards of service for our clients. The ideal candidate will have a deep understanding of personal insurance products and processes and hold active Property, Casualty, and Life licenses.

Key Responsibilities
Team Leadership & Development:

- Inspire, motivate, and coach the Personal Insurance team to achieve individual and collective goals.
- Foster a collaborative and supportive work environment while addressing performance issues, resolving conflicts, offering open communication and driving team engagement.
- Ensure that training and mentorship opportunities are provided and evaluated to develop team members' skills in client service, claims handling, and product knowledge.

Operational Oversight:

- Ensure daily tasks are completed efficiently by all team members.
- Monitor workflows to optimize productivity and maintain high levels of client satisfaction.
- Oversee processes related to claims handling, policy renewals, endorsements, and new business inquiries.
- Report on team performance, adjusting strategies as needed to ensure goals are met or exceeded.
- Provide regular updates and reports to senior leadership on team performance, business growth, and financial metrics.

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Key Responsibilities (continued)

Client Experience:

- Develop and execute communication strategies to keep clients informed about their insurance products, policy updates, and any changes that may impact them.
- Ensure prompt and professional responses to client inquiries, addressing concerns and providing proactive solutions to maintain strong, trust-based relationships.
- Work with the Private Client team on personalized communication plans for key clients, ensuring they receive tailored updates, comprehensive reviews, recommendations, and information that align with their needs.
- Regularly gather and analyze client feedback to improve service delivery, communication strategies, and overall client experience.
- Collaborate with the marketing and Client Experience teams to ensure consistent and clear messaging across all client-facing channels.

Strategic Planning & Execution:

- Identify opportunities for process improvements to enhance efficiency and service.
- Build and maintain strong relationships with carrier partners by regularly assessing performance, negotiating opportunities, and collaborating on strategies that support mutual growth and success.
- Promote retention strategies and work with team members to identify emerging risks, niche markets and cross-sell opportunities.
- Leverage technology and tools to streamline operations, improve performance, and enhance the customer experience.

Production:

- Support the team with overall growth strategy by holding the team accountable for clear production goals and ensuring alignment with the firm's objectives.
- Provide consistent coaching, support, and accountability to team members to enhance performance and achieve individual and team production targets.
- Monitor key performance metrics, identify opportunities for improvement, and implement initiatives to increase efficiency, client retention, and new business acquisition.

We work according to a set of principles that keep us focused on connecting with people, creating remarkable experiences for our clients and team, and taking the necessary risks to improve and simplify business.

Ready for **more?**

lacherinsurance.com/careers