

More Opportunity.

Brand & Communications Lead

Lacher is redefining how people experience insurance, consulting, and client service. We're looking for a creative collaborator—someone who goes beyond task execution by contributing ideas, bringing energy, and shaping clear, compelling communication across multiple areas of our firm. This person sees the big picture quickly, understands context, and produces thoughtful, high-quality outcomes with minimal oversight. You'll thrive in this role if you enjoy working on a variety of projects, adapting quickly, and making things happen with efficiency and creativity.

This is not a graphic design position, but strong visual communication skills are essential—especially the ability to create clean, branded materials using tools like Canva. You'll support both internal teams and external clients, translating needs into polished deliverables. Whether it's rebranding a PowerPoint, creating a flyer from scratch, or translating a big-picture concept into a targeted campaign, you'll be the go-to resource for turning around high-quality work quickly and effectively—with minimal direction needed.

This role will support marketing and communications efforts across Commercial Insurance, Personal Insurance, Business Consulting, and firm-wide initiatives—partnering with internal teams and engaging directly with clients. The position will report to our team member who leads Healthcare & Benefits communications.

On our team, you will:

- Support communications and brand execution across multiple teams and clients
- Handle both internally driven and client-facing projects with a focus on speed, quality, and clarity
- Think beyond the task at hand—bring proactive recommendations, challenge assumptions, and help teams communicate more effectively, rather than waiting for direction
- Build or rework marketing materials quickly
- Work collaboratively with team members and clients, taking ownership of projects and ensuring timely delivery
- Bring fresh ideas and a proactive mindset to improve how we communicate and market across the firm

You bring:

- Ideally 5+ years of experience in marketing, communications, or a related field; however, all applicants will be considered
- Proficiency with Canva (required); bonus for experience with other creative tools
- Strong copywriting and editing skills, especially when simplifying complex ideas
- A portfolio of clean, effective work that demonstrates your ability to translate ideas into visual content
- High attention to detail in design, formatting, and grammar
- A “get-it-done” mindset—you're resourceful, fast, and organized
- Curiosity and willingness to learn the business and the basics of insurance quickly
- Ability to manage multiple projects at once while staying responsive and adaptable

Ready for more?

www.teamlacher.com

