Wink, Inc.

Job Title:	Service Specialist	Department:	Service
Reports To:	President	Position Type:	Full-time, Exempt
Travel Required:	0 – 25%	Date Revised:	October, 2025

SUMMARY:

The Service Specialist serves as the anchor of the administrative unit by taking ownership of WinkIntel.com (the website) in terms of product research, implementation, and maintenance. The qualified candidate will serve as a product expert for the websites, provide technical database expertise for maintenance of the website, and perform administrative duties necessary to ensure the success of Wink, Inc. The knowledge and experience of the Service Specialist will ensure the accuracy, timeliness, and completion of website content in addition to completing administrative tasks that translate to the profitability of Wink, Inc.

ESSENTIAL RESPONSIBILITIES AND FUNCTIONS:

1. Indentify pending new life insurance and annuity products that are not already housed on LifeSpecs and AnnuitySpecs at WinkIntel.com website and assemble necessary product specifications by gathering product information from numerous sources
2. Accurately input product specifications into a web-based product portal database
3. Maintain the website for accuracy by processing necessary rate changes, state approval updates, commission changes, and other product updates
4. Perform scheduled audits of the websites, in order to ensure accuracy; also perform ad-hoc audits to ensure standardization of content and formatting on both websites
5. Perform testing of changes to the website, including web enhancements, fixes and general product changes
6. Perform ad-hoc surveys for insurance companies by relaying requests to specified groups, compiling results, and providing analysis if necessary
7. Fulfill market research project requests, as assigned by President or CEO
8. Save and upload rate sheets and supplemental documents to AnnuitySpecs and LifeSpecs
9. Perform other duties as assigned
10. Support the core values of Wink, Inc. and serve as a reputable delegate of the organization

KNOWLEDGE, SKILLS, AND/OR ABILITIES:

1. A minimum of a Bachelor's Degree or equivalent
2. Three to six years related work experience in the financial services industry
3. Background in financial services and/or marketing a must; experience in market research a strong plus
4. Industry designations are desirable (AAPA, FLMI, CLU, and/or ChFC)
5. Excellent written, oral and interpersonal communication skills
6. Proficiency with Microsoft Office software suite (particularly Word, Excel, and Outlook)
7. Product knowledge in the life insurance and annuity industries
8. Ability to perform under pressure
9. Strong problem-solving and decision-making skills
10. Ability to work independently and be self-motivated
11. Ability to learn quickly and work in a fast-paced work environment with minimal supervision
12. Knowledge of principles, processes and tools for conducting competitor, market and industry research

13. Must be organized, able to multi-task and work on multiple projects simultaneously and efficiently
14. Excellent time-management skills with the ability to prioritize and maintain work-load
15. Have the willingness and ability to take an ownership attitude toward projects, which includes identifying and evaluating the effects of the immediate task on other areas and the "bigger picture"
16. Strong ethical character, excellent customer service attitude and extremely strong work ethic

NOTE: *The information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.*

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Employee's Signature **Date**

_____ _____

Manager's Signature **Date**

Company Description:

Wink, Inc. is an independent, third-party market research firm, which specializes in the life insurance and annuity markets. Initially providing the industry's most credible information on indexed life and annuities, our companies have expanded their market and product intelligence to include product lines such as fixed annuities, multi-year guaranteed annuities, indexed annuities, structured annuities, variable annuities, fixed universal life, indexed universal life, variable universal life, whole life, and term. Known as THE vendor to the life insurance industry, Wink, Inc. is also known to be the most reliable and dependable source of product and sales information in the insurance industry.

Why Wink, Inc.? We provide benefits for your family, your life and your career. Eligible employees receive benefits including medical, dental, retirement plan with a 4.00% employer match, and paid time off. In addition, you'll enjoy casual dress, paid parking, incentives for insurance education, and a fun, family-like atmosphere.

For further information, please visit: www.WinkIntel.com, and www.SherylJMoore.com.