

Title: Marketing Analyst

Department: Marketing

Summary

The Marketing Analyst is dedicated to supporting GW&K's marketing and sales efforts across business channels. This position has a broad set of marketing responsibilities including: significant proposal writing, compiling and managing information on GW&K and its investment strategies, completing data requests from current and prospective client relationships, marketing communications, and competitor analysis. Strong writing and editing skills are essential in this role. This person will be an integral part of the marketing team and must be able to interact with all levels of personnel and senior management.

Responsibilities

- Prepare proposal and questionnaire responses from consultants, advisors, and current and/or prospective client relationships. Strong writing skills are essential as original writing and heavy editing is often needed to tailor responses to the recipient. In addition, accuracy, time management, and attention to detail are critical to meet high quality standards.
- Responsible for servicing different market channels - Institutional, Advisory, and Private Wealth Management.
- Effectively coordinate and manage the RFP and DDQ process including time management, prioritization, preparation, production and distribution.
- Edit and maintain the core marketing library which serves as the primary source for questionnaire completion and marketing collateral.
- Update third-party databases (i.e. eVestment, Mercer, Callan etc.) for all GW&K strategies with the help of eVestment Omni tool.
- Compile and distribute various performance, characteristics, personnel, and asset data used broadly in sales and marketing.
- Manage content on GW&K's internal marketing portal page, Workspaces and Seismic to facilitate communication throughout the firm.
- Coordinate compliance review and tracking process for marketing collateral at various sponsor firms that require pre-approval.
- Conduct quarterly competitive analysis of GW&K's investment strategies to identify and communicate our competitive advantages for both our firm and products and to better position ourselves in the marketplace.
- Additional marketing projects as warranted to support overall marketing objectives, such as product analysis, market research, collateral review, and new content development.

Qualifications

- Bachelor's degree required, preferably with 2-4 years prior financial service industry experience. (Institutional RFP experience is a plus.)
- Strong business writing skills are required. Must possess the ability to clearly and accurately communicate our business and strategies to current relationships and prospective clients.
- Clear desire to work in a marketing role and expand investment and industry knowledge.
- Strong analytical skills with the ability to distill large amounts of data and identify data inconsistencies.
- Strong attention to detail with the ability to prioritize tasks, work on multiple projects simultaneously and meet strict deadlines.
- Client service oriented with desire to efficiently and effectively respond to questions from internal and external relationships.
- Must be professional and possess the confidence and communication skills to effectively interact with all levels of management, including senior executives and portfolio managers.
- Proficient in Microsoft office applications, particularly Word and Excel. Experience working with industry systems (i.e. Seismic, eVestment Analytics and Omni) is preferred. Ability to learn new systems.