

Title: Marketing Specialist
Department: Marketing

Summary: The marketing specialist will have responsibility for the development and maintenance of GW&K printed and digital marketing content to support the firm's marketing and sales efforts in the Institutional, Advisory and Private Client channels. This will include printed collateral, digital web content, and content delivered through an email marketing automation system. As an integral member of the marketing team, candidate will also assist with ad hoc projects and general marketing responsibilities as needed. Successful candidates will be technically proficient and have a deep desire to learn and grow their investment knowledge.

Job Responsibilities

- Candidate will be a creative and conceptual thinker with an ability to transform financial data and concepts into a clear and digestible format suitable for clients as well as sophisticated institutional audiences.
- Collaborate with GW&K Marketing team and investment professionals to develop impactful marketing materials, including product profiles, factsheets, presentations, brochures and sales materials using the Microsoft Office Suite and the Adobe Creative Suite.
- Assist with the management of marketing collateral content and data within the Seismic automation system.
- Participate in the quarterly update process of GW&K Marketing Materials.
- Adhere to GW&K brand standards and messaging throughout all marketing efforts.
- Work closely with GW&K Compliance to ensure all materials meet industry regulations.
- Use creative skills to develop new template designs and investment graphics.
- Manage and maintain GW&K graphic files, including company logos, photos and artwork.
- Prepare tracking reports (website, production, sales usage) to help inform management of sales and marketing trends.
- Manage the ordering process and inventory of GW&K printed collateral and business cards.

Skills/Experience

- Bachelor's degree with minimum 3-5 years of desktop publishing experience.
- Experience in the financial services industry preferred.
- Strong technical ability with proficiency in Microsoft Office suite (PPT, Excel and Word), and skilled at creating graphs in Excel.
- Experience using Adobe InDesign and Illustrator.
- Experience using the Seismic system (marketing automation and sales enablement) is desired; or ability and desire to adapt and learn new systems.
- Experience using CMS platforms; HTML knowledge is desired.
- Highly competent using both Macintosh and Windows platforms.

Requirements

- Must be able to manage multiple projects simultaneously, prioritize, and meet tight deadlines.
- Must be professional and possess the confidence to work effectively with all levels of personnel and senior management.
- Strong attention to detail with desire to achieve high quality standards.
- Candidate should possess solid business writing skills to contribute and edit content as necessary during the creative process, and strong verbal communication skills with ability to discuss business concepts with GW&K professionals.
- Strong team orientation but also self-motivated and able to complete projects independently.
- A demonstrated desire to develop financial industry knowledge will help candidate to be successful.