

Title: Digital Marketing Specialist
Department: Marketing

Summary: The Digital Marketing Specialist will have responsibility for the management of GW&K's sales enablement tool and digital communications efforts to support the firm's marketing and sales efforts in the Institutional, Advisory and Private Client channels. Successful candidates will be technically proficient and have a deep desire to learn and grow their investment knowledge.

Job Responsibilities

Digital Communications

- Work with GW&K Sales, Marketing and IT groups to identify, implement and execute a new inbound marketing tool.
- Coordinate digital marketing activity across the firm, acting as a central point of contact, and ensuring integration between various communication platforms.
- Analyze and apply marketing analytics to enhance digital campaigns to help inform management of sales and marketing trends and determine successes.
- Establish and maintain a digital communications campaign calendar.
- Adhere to GW&K brand standards and messaging throughout all marketing efforts.
- Work closely with GW&K Compliance to ensure GW&K meets industry regulations.
- Manage GW&K website including updating, analytics reporting and SEO.
- Devise strategies to drive online traffic to GW&K's website.

Marketing Content Automation & Sales Enablement

- Manage GW&K's content management tool and guided selling platform, Seismic.
- Work with creative team to further marketing materials automation efforts using the Seismic platform.
- Contribute to search engine optimization (SEO) initiatives with keyword optimization, content tagging, and metadata management.
- Provide insights on content utilization and impact using content management systems and web analytics tools.
- Provide feedback and recommendations to optimize content quality and provide guidance to Sales and Marketing.
- Conduct training on the Seismic platform for GW&K employees to increase and optimize engagement. Develop supporting materials and communications to facilitate learning.
- Work closely with GW&K Compliance to ensure all materials meet industry regulations.
- Participate in the quarterly update process using the content management tool.

Skills/Experience

- Bachelor's degree with minimum 3-5 years of content management and/or digital communications experience.
- Must have strong technical ability with experience using email marketing, sales enablement and marketing automation tools.
- Experience in the financial services industry strongly preferred.
- Proficiency in Microsoft Office suite (Excel PPT, Excel and Word), and skilled at creating graphs in Excel.
- Must have experience using CMS platforms and HTML knowledge.

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.
- 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.