



Title: Digital & Marketing Communications Specialist  
Department: Marketing

#### Summary:

The Digital & Marketing Communications Specialist has responsibility for the implementation and execution of GW&K's overall digital and marketing communications roadmap across all market channels. The successful candidate will collaborate with our Advisory, Institutional and Private Wealth channels and use their insights, along with relevant digital marketing trends and technology, to craft compelling experiences for our clients.

#### Job Responsibilities

Execute and drive the delivery of integrated marketing communications and campaigns including website, email and social media; overseeing projects from strategy development to execution to reporting.

- Ownership of the corporate website: establish a seamless process for content posting; collaborate with internal teams to optimize user experience, improve design and content on the website; develop a roadmap for enhancements & future development.
- Develop and lead the client engagement strategy for LinkedIn.
- Partner with client and sales teams to implement an email marketing solution; optimize integration with CRM platform and coordination and alignment with priority sales initiatives.
- Manage GW&K's webinar efforts from concept to execution.
- Oversee the analytics and reporting of GW&K's marketing and communications efforts.
- Craft messaging that is compelling, concise and friendly to guide a user through a digital experience.
- Ensure solid governance to meet legal, regulatory requirements on digital related channels
- Manage multiple vendor and agency relationships across GW&K digital and communications efforts.

#### Skills/Experience:

- Bachelor's degree with 5-10 years digital marketing experience within the financial services industry
- A foundation of development knowledge, both web and mobile; Visual design skills a plus
- Experience defining web analytics strategies to formulate clear, actionable insights and analysis
- Experience implementing and managing digital marketing platforms
- Familiarity with WordPress, Seismic, Microsoft Dynamics, LinkedIn, Webinar & Video Platforms and HubSpot

#### 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, 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.