

Title: Manager, Content Marketing

Department: Marketing

Summary: The Marketing Manager will manage the development of GW&K 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.

Job Responsibilities

- Collaborate with GW&K marketing, portfolio management and sales teams to develop innovative content, including quarterly corporate and strategy updates, custom presentations, email communications, thought leadership, web content, social media posts, and audio/video content.
- Promote thought leadership idea generation and content development.
- Organize and execute multiple projects across business channels from inception to completion, ensuring accuracy and consistency while meeting strict deadlines.
- Partner with our Compliance team to ensure materials abide by all industry regulations, including GIPS performance standards and SEC rules, and our corporate legal standards.
- Contribute to editing and approval process for all content.
- Develop strategic plan for content/communications campaigns and distribution across different business channels.
- Develop and maintain clear processes for managing content development, editing, approvals and distribution.
- Develop and maintain relevant business analysis reporting in support of marketing and sales objectives. Track, measure and report results.
- Maintain and enhance GW&K's image and brand messaging throughout all marketing efforts.
- Contribute to the quarterly update process of all GW&K marketing materials including printed and digital mediums, with responsibility for the accuracy and timeliness of all final outputs.
- Contribute to special projects to meet overall Marketing objectives as necessary.

Skills/Experience

- Bachelor's degree with 10 years marketing experience within the financial services industry.
- Strong writing, editing and proofreading abilities with excellent attention to detail, accuracy and consistency to achieve high quality standards.
- Strong communicator with established track record of collaborating and building relationships with sales, marketing and investment teams.
- Understanding of graphic design, charting and corporate branding to guide the creative process.
- Experience using a sales enablement & automation platform (Seismic) is preferred.
- Proficiency in Microsoft office (PowerPoint, Word, Excel)
- Ability to manage multiple projects in a fast paced environment
- Creative and innovative thinker
- Strong team orientation