GW&K | INVESTMENT MANAGEMENT

Title: Marketing Analyst
Department: Marketing

Summary
The Marketing Analyst is dedicated to supporting GW&K's marketing and sales efforts across multiple business channels. This position has a broad set of marketing responsibilities including: proposal writing, compiling and managing information on GW&K and its investment Strategies, completing data requests from current and prospective client relationships, and marketing communications. 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, attention to detail, time management, and accuracy 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 RFP response library which serves as the primary source for questionnaire completion and marketing collateral.
- Update third-party databases (i.e. eVestment) for all GW&K Strategies with assistance from eVestment's Omni tool.
- Compile and distribute various performance, characteristics, personnel, and asset data used broadly in sales and marketing on a monthly, quarterly and as needed basis.
- Help 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 GW&K marketing collateral at various sponsor firms that require pre-approval utilizing the 4U Platform.
- Additional marketing projects as warranted to support overall marketing objectives.

Qualifications

- Bachelor's degree required, preferably with 2-4 years prior financial service industry experience. (Institutional RFP experience is a plus.)
- Clear desire to work in a marketing role and expand investment and industry knowledge.
- 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.
- Strong attention to detail with the ability to prioritize tasks, work on multiple projects simultaneously and meet strict deadlines.
- Strong analytical skills with the ability to distill large amounts of data and identify data inconsistencies.
- 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.