

Marketing Specialist wanted:

**Marketing Communications
Specialist**

Location: Westbrook, CT

Financial planning office and national registered investment advisory (RIA) is seeking a candidate with at least 2-3 years of experience working in one or both of these organizations. This position currently encompasses aspects of each of the following areas:

- Marketing
- Business Development
- Appointment-setting
- Communications
- Networking
- Organizational Skills
- Sales
- Time Management

The Marketing Communications Specialist will be responsible for providing strategic direction, leadership and management of all marketing communications activities using multiple channels. The purpose of this position is to increase both brand awareness and our customer base.

MAJOR DUTIES AND RESPONSIBILITIES

- Build our brands, position market share via creativity and leadership within communication channels such as website, event planning, press releases, advertising, electronic/social media, direct mail, sales calls, etc.
- Provide marketing communication expertise in working with Operations Manager to initiate, create, define, and develop tools, lead generation programs, support materials and marketing campaigns
- Promote referrals through client interaction
- Develop and maintain prospect campaigns via electronic/social media
- Promote, plan and attend referral and prospecting events
- Perform post-event follow-up activities with attendees and schedule appointments
- Make daily appointment confirmation calls to prospective clients

- Ensure that prospective client information is entered into the CRM
- Track, assess and report the status of specific business metrics
- Identify local networking opportunities and speaking events
- Coordinate advisor calendars with others

QUALIFICATIONS AND SKILLS

- Degree in marketing, communications, or business desired, but experience will be considered
- Excellent communication skills
- Experience working in a financial group desired
- Ability to establish and maintain positive relationships with existing and potential clients
- Ability to market to existing and potential clients in person and by telephone
- Persistent with an entrepreneurial viewpoint to build a client base
- Effective time management
- Ambitious with a sense of urgency and initiative; proactive vs. reactive
- Microsoft Office suite (Excel, Word, Publisher, PowerPoint, Access), PDF, Photoshop, WordPress and other Internet applications
- Sage ACT! experience a plus

This is a full-time salaried position with an excellent benefits package.

Job Type: Full-time

Job Location:

- Westbrook, CT 06498

Required experience:

- Marketing Communication, Sales: 2 years