



Marketing Intern:

Western Wealth Management is an independent investment financial firm dedicated to the long-term growth of their clients. Our mission is to educate our clients, through financial planning, to make informed financial decisions and select transparent investment strategies.

Western Wealth Management's mission is to revolutionize the client wealth experience. To accomplish this and make a true impact for both advisors and consumers, we are looking for select, hard-working, dedicated individuals looking to make an impact in the advisory community.

SUMMARY OF POSITION

Assists with overall marketing and communications functions within the organization. Executes and enforces the company's branding strategy and standardizes company communication across mediums. This is a broad-based position that will handle all aspects of marketing, brand integration and strategy. We're looking for someone with a wide variety of skills and interest in the written, creative and graphic aspects of marketing.

JOB DUTIES & RESPONSIBILITIES

1. **Marketing strategic planning:**
 - Maintain and implement Western Wealth Management's branding strategy.
 - Develop ideas for new marketing tactics that will benefit WWM.
2. **Development of marketing materials:**
 - Assist with the development of all marketing materials, including print, web, audio and video.
 - Compose copy for marketing pieces. Assist with editing/proofing documents, as necessary.
3. **Maintain a strong web presence:**
 - Work within proprietary content management system to provide routine updates to the websites. Create and add new pages, as necessary.
 - **Update website copy, when needed:**
 - Develop and manage social media presence for Western Wealth. Monitor social media accounts of partners and assist with content updates, when needed.

4. Events

- Work with our Wholesale partners to put on 2 client events each year.
- Send out invitations and follow up with client list and prospect list to assure attendance at events.
- Coordinate vendors and facilities to host events within a specific budget.

EDUCATION & EXPERIENCE REQUIREMENTS

- Majoring in communications, marketing, advertising, public relations, or similar field of study.
- Strong writing and communications skills. Must provide samples of written communications pieces.
- Proficiency using PowerPoint, Word and Adobe Creative Suite and other mediums to develop marketing pieces and presentations.
- Strong experience in both writing and editing copy for communications and marketing pieces.
- Proven experience using social media to cultivate a strong online presence.
- Ability to demonstrate previous success through personal portfolio.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of marketing, advertising and public relations concepts to maximize company's professional image with clients and prospects.
- Superior writing skills—ability to convey messages in writing in a clear, persuasive manner.
- Ability to think creatively when developing marketing materials and concepts.
- Superior ability to communicate professionally, clearly and accurately in both written and verbal communication with clients and business partners.
- Strong decision making and sound judgment—ability to listen and organize information and make intelligent and timely decisions with a sense of urgency.
- Demonstrated personal initiative and motivation to succeed.
- Strong attention to detail.