

Job title	<i>Marketing Consultant</i>
Reports to	<i>Marketing Director</i>

Job Purpose

AndCo's Marketing Consultant is responsible for increasing the effectiveness of AndCo's brand and deliverables by harnessing their industry knowledge and creative skills, while working collaboratively with a team of professionals in a fast-paced, deadline driven environment, demonstrating precision, expertise and highly-effective content that is consistent in voice, meets our compliance standards and accurately, succinctly and positively positions AndCo to potential clients.

Duties and Job Responsibilities

- Design and maintain firm website enhancements.
- Manage the firm's social media presence.
- Work with Subject Matter Experts to develop or refine blogs/articles for industry periodicals.
- Review and edit RFP answers for accuracy, clarity, brevity and consistent firm voice.
- Work with Compliance on necessary modifications to obtain accurate RFP and Proposal responses.
- Ensure new and updated answers in the internal question and answer data bank, and ongoing required firm statistics, reflect a consistent firm voice. Work with external partners on select answers where appropriate.
- Update the approved Finals presentation template where appropriate for new/updated answers, statistics and exhibits. Work with external partners to optimize where appropriate.
- Assist with the design, maintenance, and enhancements of the firm's intranet.
- Create branded firm content such as conference presentation materials, graphics, exhibits, etc.
- Maintain marketing partner relationships: (web developer, marketing agencies, promotional products, etc.).
- Select promotional items to be used by the firm.
- Assist and support the Marketing Group as needed.

Required Skills

- Deep and diversified knowledge of the institutional investment arena
- Exhibits excellent oral/written communication and active listening skills
- Advanced proficiency in the Microsoft Office Suite (Word, Excel, PowerPoint)
- Mastery of Adobe Acrobat
- Prior experience using an RFP proposal software solution such as Qvidian, Loopio, Expedience, etc. preferred
- Experience using graphic editing software such as Adobe Illustrator, MS Publisher, etc.
- Familiarity in graphic design and web design
- Exhibits a "service" mindset with each duty and responsibility
- Interacts professionally and positively with internal personnel and external professionals
- Holds the highest level of integrity and attention to detail
- Willingness to embrace change and remain calm and positive under pressure
- Highly organized and flexible with multiple priorities and changing deadlines
- Works with a high degree of accuracy in a fast-paced environment
- Completes responsibilities with limited supervision, good judgement and decision making
- Develops a clear understanding of company Mission, Vision and Values and demonstrates them

- Takes initiative and responsibility when appropriate – and reaches out when there is lack of clarity
- Open to candid feedback in the interest of continual improvement

Qualifications

- Bachelor's degree from an accredited university required
- CFA, CAIA, or CIPM preferred
- Advanced degree or industry designation preferred
- Minimum seven (7) years of experience in the financial services industry, preferably in the institutional investment arena
- Prior marketing, branding, web, and social medial experience

Working Conditions

This job is located in Winter Park, Florida. Standard office hours are 8am to 5pm. This is an Exempt position.