

Job title	<i>Branding Analyst</i>
Reports to	<i>Marketing Director</i>

Job Purpose

AndCo's Branding Analyst is responsible for supporting and executing activities, communications and deliverables that foster internal and external branding by working collaboratively with a team of professionals in a fast-paced, deadline driven environment, demonstrating precision and creativity in order to maximize the firm's impact that meets our compliance standards and that accurately, succinctly and positively accentuate AndCo's brand.

Duties and Job Responsibilities

- While using independent judgement and expansive industry knowledge develop approaches to increase national conference effectiveness as well as manage the logistical elements of the internal and external Conference process including annual planning, registration, memberships, payments, booth transportation, and delivery of promotional items and materials.
- Lead and coordinate internal prep meetings to include sharing of market intel related to pre-conference strategy, communication and final outcomes.
- Develop internal conference summaries and new business updates and publish them through the firm's intranet site.
- Formulate new ideas to better leverage and execute the firm's promotional items strategy.
- Utilize industry best practices to develop, refine, collaborate and execute new and existing concepts to grow the firm's social media presence.
- Create, maintain and update standard website content including the population of employee photos, firm blogs and announcements.
- Generate concepts for new template designs, as well as maintain and update existing firm marketing templates (finals deck, informational brochures, covers, letterhead, memo, PowerPoint, Word, Welcome Sign, etc.) and monitor/rectify brand uniformity across firm departments.
- Create new content designs and formats and post recurring intranet content.
- Cultivate new ideas for increasing the effectiveness of internal corporate events and manage the execution of these events in concert with facility contacts.
- Execute special projects as requested.

Required Skills

- Excellent written, active listening and verbal communication skills
- Exceptional skill in leveraging the Microsoft Office Suite (Word, Excel, PowerPoint, etc.)
- Mastery of Adobe Acrobat
- 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
- Prior marketing, branding, web, and social medial experience
- Prior experience in the financial services industry, preferably in the institutional investment arena preferred

Working Conditions

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