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| A picture containing text  Description automatically generated | **Senior Marketing & Communication Specialist** |
| *(full-time, regular employment)* |

**About AdvisorNet Financial**

AdvisorNet Financial has been an innovative leader in the financial services industry for over 60 years. We provide the services and support independent financial advisors rely on to operate their firms efficiently and competitively. Over the years we've developed a vast network which allows us to provide our 300+ independent advisors access to the support services and industry partners that advisors in large institutions enjoy without having to be part of a large institution. For more information, please visit us at [www.advisornet.com](http://www.advisornet.com).

You will be a great fit if you enjoy working with people and data in a very dynamic, fast-paced environment. Our group requires people to be friendly, outgoing, and to thrive in an environment working on and in the business at the same time.

**Responsibilities**

***Overview:***

The Senior Marketing & Communications Specialist works with other marketing members to implement innovative marketing and communication campaigns for AdvisorNet and our advisors. You will initiate and manage a wide range of marketing activities including communications, branding and design, strategic marketing and promotion, and print and digital materials. You will lead marketing projects and provide communications that are accurate, customer-centric, clear, and branded. As a part of the Marketing team, you will interface with key stakeholders from various functions and levels as needed to support advisors with brand development from logo creation to branded materials. You will also work with advisors on website development, from choosing a vendor, writing website copy, and advising on content.

**Key Areas of Responsibilities:**

* Produce marketing materials that are branded and compliant in accordance with all laws, regulations, and compliance policies
* Provide copywriting resources, expertise, and guidance for advisors and business lines
* Use skills in project management and collaboration to effectively execute large, complex projects
* Draft internal and external communications following organizational news
* Deliver a white-glove experience to newly onboarded advisors.
* Manage advisor brand development, logos, and color palettes. Develop branded content including stationery and marketing materials
* Lead advisor website development from vendor selection to copywriting content and imagery
* Complete projects on time and on budget, as outlined in project plans
* Support advisor events, both in-person and virtual
* Create relationships quickly with advisors to understand and deliver on their marketing and design needs
* Highly skilled communicator and driver of timelines and due dates

**Qualifications**

The successful candidate will be a self-starter who understands the value of collaboration and the ability to communicate across departments. This individual will possess the following:

* Bachelor’s degree in marketing or related field
* 7-10 years of marketing experience
* 3+ years financial services experience, preferably working with financial advisors
* 3+ years of business communications experience
* 3+ years of experience copywriting print collateral and marketing materials
* Background in an account management or client-facing project management role
* Experience coordinating or leading marketing campaigns
* Proactive, organized, able to multitask between various projects at one time
* Proven ability to execute marketing communications projects independently
* Excellent verbal, written, and interpersonal communication skills
* Strong presentation skills
* Ability to successfully prioritize and manage multiple concurrent projects and meet strict deadlines.
* Strong written and verbal communication skills and desire to build effective relationships with colleagues, peers, vendors, and management.

*Disclaimer: This job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. Responsibilities, tasks, and duties of the jobholder might differ from those outlined in the job description and other duties, as assigned, might be required.*

<https://www.linkedin.com/talent/hire/589137188/job-post>