**Marketing Communications Specialist**

*(full-time, regular employment)*

***Primary Purpose:***

The Marketing Communications Specialist will work collaboratively with our internal business and growth teams to develop and implement comprehensive marketing and communication strategies. This position will create innovative marketing communications solutions and craft communications for our internal and external audiences. The Marketing Communications Specialist will lead our social media and digital marketing and manage event planning efforts that enhance our client engagement and brand visibility.

***Key Responsibilities and Essential Functions:***

* Engage with all departments including but not limited to marketing, business development, insurance and benefits, Portfolio Partners, Planning Partners, Wealth Partners, corporate leadership, and operations teams to deliver strong communications and marketing tactics that align with corporate strategies and brand standards.
* Develop compelling marketing, shareholder, and corporate communications content for a variety of mediums and platforms, including but not limited to website, social media, events, reports, newsletters, scripts, proposals, brochures, videos, and newsletters.
* Manage social media marketing and communications across multiple channels and delivering a presence so that the firm and certain key leaders have a regular cadence of relevant content
* Manage event planning efforts including company conferences, client dinners, and other event opportunities that generate new leads/opportunities and deepen customer relationships
* Manage development and updates to both AdvisorNet’s public website as well as affiliated advisor websites through third part hosts and vendors, including FMG Suite and Broadridge.
* Partner with internal departments to proactively identify new content and enhance communications, and proactively generate and lead execution of creative strategies to increase brand visibility
* Oversee and implement strategies within marketing communications team to enhance digital media efforts
* Lead and support projects with our affiliated advisors as assigned
* Work in alignment with other marketing communications team members, fostering a culture of teamwork, collaboration and innovation
* Other special projects and duties as assigned within functional/knowledge area.

***Job Specifications:***

* Bachelor’s degree in marketing, communications, or related field, preferred.
* 3-7 years’ experience in marketing and/or communications, preferred.
* Experience in the financial services industry, preferred.
* Proficient in Full Adobe Suite including Premiere Pro, After Effects & Photoshop, required.
* Illustrator and Audition skills, preferred.
* Salesforce and Marketing Cloud experience, preferred.
* Proven marketing and communications initiatives and deliverables; produced content for digital and social media platforms/audiences.
* Ability to contribute to forward thinking with project management and leadership skills, supporting organization initiatives.
* Ability to collaborate with advisors and departments throughout organization. Personable, approachable with a positive attitude in providing service excellence.
* Ability to work independently with effective time management, organization, and problem-solving skills.
* Ability to perform under pressure on multiple priorities and projects simultaneously with high visibility in fast-paced environment.
* Ability to maintain confidentiality, exercise discretion, make solid judgements and act with integrity, professionalism, and empathy.
* Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar.