



Marketing Coordinator

LoCorr Funds Opportunity

LoCorr Funds, a leading distributor of alternative/low correlating investment solutions, is rapidly expanding its marketing team. There continues to be a significant shift of asset flows into alternative investment asset classes and we are well-positioned to capitalize on this extraordinary opportunity. We distribute multiple low-correlating investment solutions (including best-in-class alternative mutual funds and other public and private funds) primarily in the Regional, Independent and Wirehouse Broker Dealer channels.

Job Description

The Role

The Marketing Coordinator role assists with various initiatives designed to promote the Firm and its suite of investment solutions. The position is ideal for motivated and organized individuals seeking to learn and gain hands-on experience across various marketing disciplines.

Role & Responsibilities

- Assist with email platform management (Pardot), email communications to financial advisors, website updates (WordPress), content development, and event coordination.
- Collaborate with marketing, sales team, and compliance on production of marketing materials and regular updates (e.g., fund commentaries, factsheets, pitchbooks, presentations, sales ideas)
- Oversee social media calendar, including LinkedIn post planning, creation, and tracking.
- Manage analytics reporting to track and communicate website statistics, social media engagement, and collateral material usage to key stakeholders.
- Assist in competitive research studies (e.g., websites, marketing materials).
- Fulfill marketing requests and collaborate with other internal groups as needed.
- Provide support and assistance to the broader Marketing team as needed.

Educational Qualifications & Abilities

- Bachelor's degree required.
- Willingness (and excitement) to learn about the world of financial services—spanning asset management, distribution, alternatives, and more.
- Strong written and oral communication skills.
- Superior organization skills, attention to detail.
- Comfortable balancing multiple workstreams simultaneously with tight deadlines
- Proficient in Microsoft Office (i.e., Word, Excel, PowerPoint, Outlook)
- Design skills are not required but are considered a plus

Personal Skills & Qualities

- Self-starter, efficient, and flexible to meet and work within tight deadlines
- Can-do attitude with adaptability and willingness to persevere in ambiguous situations.
- Strong attention to detail, with analytical capabilities, editing and proofreading capabilities
- Effective project management skills
- Team player with excellent interpersonal skills
- Candidates must be able to work onsite at the Firm's Excelsior, MN Headquarters

Benefits Offered

- Paid time off
- Parental leave
- Health and Dental insurance
- Healthcare spending or reimbursement accounts (HSAs or FSAs)
- 401(k) Match
- Workplace perks such as food/coffee and flexible work schedules

Job Type: Full-time

Work Location: Excelsior Office

Education: Bachelor's degree