

## **Marketing Coordinator**

### **Job Function**

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.

### **Responsibilities**

- Collaborate with various departments on development and production of marketing collateral and regular updates
- 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 with email platform management (Pardot), email communications to financial advisors, website updates (WordPress), content development, and event coordination.
- 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 and 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.
- Design skills are required.
- Formal graphic design education is preferred.
- Proficient in the Adobe Creative Suite (InDesign, Adobe Illustrator, Adobe Photoshop)
- Proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook)

### **Personal Skills and 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

Job Type: Full Time

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