



Job Title: Marketing Manager

JOB DESCRIPTION

Los Angeles-based investment advisory firm is seeking a Marketing Manager to strengthen the firm's brand and presence, as well as support the firm's business development efforts. The Marketing Manager will partner with the firm's Business Development team on all marketing/communication activities including designing various marketing programs, tracking business development efforts, event planning, and managing the communication strategy of the firm.

Responsibilities

The primary responsibilities of this position include designing and executing a firm-wide marketing strategy, including creating messaging and marketing materials and managing the firm's on-line presence. The Marketing Manager will partner with the Business Development team to strengthen both internal and external communication efforts by creating stories, materials, and visuals that will be shared with current clients, prospective clients, and centers of influence.

The Marketing Manager will also lead multiple projects, partnering with Portfolio Managers, Client Relationship Managers, and Business Development Officers, to enhance the firm's client retention and business development efforts. These projects will include developing and scheduling events for current and prospective clients and improving database reporting and analytics.

Qualifications

- Bachelors degree, and a minimum of 10+ years of professional experience.
- Advanced degree in business, marketing communications, or related discipline preferred.
- Must be able to work in fast paced entrepreneurial environment, drive key marketing initiatives, and manage workflow on simultaneous projects.
- Must have strong written and visual communication skills.
- Working knowledge of financial markets and investment/financial concepts preferred, with ability to design and communicate strategy.
- High degree of proficiency with all Microsoft Office platforms.
- Advanced knowledge of Adobe Creative Suite and InDesign preferred.
- Working knowledge of social media vehicles, including LinkedIn and Facebook.

Send cover letter and resume to:

Address	2049 Century Park East, Suite 2500, Los Angeles, CA 90067
Contact	Mr. Chris Werner
Phone	(310) 556-2502
Fax	(310) 556-8661
E-mail	cwerner@westmount.com