



Example of Marketing, Senior Associate Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of marketing, senior associate. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing, senior associate

- Ensuring that marketing materials available to clients including website content upload of literature to 3rd party websites
- Oversee strategy on responses to Requests for Proposals ensuring the proposals are well written, speak to the client's needs, and completed on time
- Lead the creation of new business presentations that reflect the firm's brand while also speaking directly to the clients' needs
- Maintain library of frequently used local content for new business presentations
- Provide editing support to graphic design professionals working on new business pitches
- Launch an impactful and cost efficient marketing plan that smartly employs a variety of marketing tactics
- Assist other valuation marketing business leaders in execution of various activities, including event support, collateral development, digital communications, website updates, marketing list development
- Coordinate efforts to gather data and assist Financial Advisors in preparing responses to requests for client proposals
- Calls and/or sends prospective and existing clients introductory letters offering services or inviting them to presentations
- Oversees coordination of meetings, presentations and client education events

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- Familiar with investment products
 - Bachelor's degree, preferably in Marketing, Advertising, or Communications
 - At least 4 years of experience in a marketing strategy, brand management, B2B marketing or e-commerce role
 - At least 2 years experience developing and executing successful integrated marketing campaigns, including managing internal and external creative teams
 - At least 2 years experience of writing and presenting complex subject matter
 - Charismatic verbal, written, presentation, and interpersonal communication skills, plus team-oriented mindset