

JOIN OUR TEAM!

We are growing and looking for teammates that value a cutting-edge entrepreneurial environment along with a strong team approach to getting the work done. Schechter is a 3rd generation financial advisory firm focused on Investments, Private Capital and Life Insurance for High Net Worth (HNW) clients. We are a curious, knowledgeable team that always strives to deliver the right strategy for the client. We dig deep into the numbers, we vet, and research concepts and we deliver with the highest level of service. **It's who we are.**

OUR CORE VALUES



Clients' needs first



Create a complete "WOW" experience for clients and our staff



Cutting edge knowledge – we strive to be the experts



A special place to be

MARKETING MANAGER

JOB DESCRIPTION

The Marketing Manager is responsible for developing the integrated cross-functional marketing strategy for one of the firm's leading practices- our B2B2C Advance Life Insurance practice. This position will partner closely with the insurance services operational and sales team to develop and deliver market-facing programs that successfully advance Schechter's go-to-market strategy. This is done by creating compelling, differentiated messaging, content and campaigns based on key issues facing our Strategic Partners and their high-net-worth clients.

ESSENTIAL JOB FUNCTIONS

- Develop the Advanced Life Insurance practice's annual marketing strategy and budget, as well as the implementation of campaigns, sales enablement programs, and content strategy.
- Plan, execute, and manage positioning and messaging that helps the firm advance relationships with target audiences, build brand relevance, and drive demand in alignment with growth goals.
- Strategize, develop, and execute multi-channel, digital-first content for priority issues and offerings.
- Leverage analytics to measure performance, communicate results, and optimize marketing initiatives.
- Champion the use of digital tools to help the firm increase marketing and sales effectiveness.

KNOWLEDGE, SKILLS, AND ABILITIES

- Bachelor's degree in Marketing or related field required.
- Minimum of 5+ years of business-to-business marketing or communications experience in a financial services environment preferably.
- Demonstrated experience in applying modern marketing principles, including revenue attribution, content marketing, demand generation, lead generation, and online and native advertising.
- Excellent planning and analytical skills.
- Proven storytelling skills, both written and verbal.
- Ability to work both independently and collaboratively within a team environment.
- Strong listening, interpersonal and decision-making skills.
- Previous Digital Marketing experience and working knowledge of best practices in SEO & SEM, Marketing Automation, Lead Generation
- Content Development Strategy, creation and placement of Podcasts, Videos, Articles, Cases, White papers
- Working knowledge of marketing tools such as: Microsoft Dynamics CRM, Active Campaign, Word Press, Drupal, Photoshop, InDesign.

OUR PROMISE TO YOU

- Unique work environment with strong employee culture and values
- Competitive salary with Merit and Team Bonus eligibility
- High quality benefits including Medical, Dental, Vision, Disability, HSA, FSA, 401K, etc.
- Paid time off
- Flexible work from home policy

Please send your resume to careers@schechterwealth.com