



Title: Marketing Strategist
Classification: Full-time exempt, permanent hire
Department: Marketing
Reports to: VP of Marketing

Objective: Deploy your creative drive to produce the best possible content that promotes and advances FP Transitions' market position.

Summary:

The Marketing Strategist is the voice of the brand for FP Transitions. This role works with the creative team to maintain and strengthen the established identity of the FP Transitions brand. This role requires a strategic thinker who can address shifting priorities to tackle the right projects in the right timeline. This person is a creative self-starter who will bring marketing ideas and plans to the table.

Essential Functions:

- Demonstrate understanding of target market and service offering through appropriate creative content.
- Write content for blog posts, landing pages, emails, drip marketing campaigns and social media
- Utilize expert knowledge within the firm to create content for eBooks, workbooks and white papers
- Utilize Hubspot marketing software and COS for editing website infrastructure.
- Maintain marketing lists and utilize best practices for email marketing and content marketing.
- Understand and implement content marketing strategies
- Support internal marketing efforts for multiple teams within the firm
- Embrace the concepts of inbound marketing and deploy drip marketing campaigns

Required knowledge, skills, and abilities:

- Solid computer skills, including MS Office, marketing software (Adobe Creative Suite & CRM) and applications (Web analytics, Google Adwords etc.) Hubspot Certification or willingness to obtain is highly valued.
- Knowledge of HTML, CSS for basic editing skills in controlled content management systems
- Thorough understanding of marketing elements (including traditional marketing/inbound marketing and digital marketing and market research methods)
- Well-organized and detail oriented
- Exceptional communication and writing skills
- Exceptional editing skills



Education and Experience:

- BSc/BA in marketing, communications or equivalent
- 5-6 years experience marketing in a financial services environment
- Experience using marketing data analytics and tools

Compensation and Benefits:

- Salary DOE
- Medical Vision Dental, 401k with 25% employer match
- Company lunches, snacks, team-building events
- Company holidays (including employee's birthday) and accrued PTO

Physical factors & working conditions: Professional office environment, remote/on-site/hybrid available as approved by manager, no travel required

Date revised: 8/18/2021

