



Marketing Director, Strategic Vision & Execution

About us: Francis Investment Counsel is an employee-owned Registered Investment Advisor whose headquarters are in Brookfield, Wisconsin. Our practice is solely focused on providing institutional investment consulting services to retirement plan sponsors (corporations, health care systems, universities) and financial coaching to their employees. Our firm isn't the typical financial services organization – we don't sell any financial products or services. Our calling is to help our clients design and operate the best retirement plans possible and coach their employees to become better managers of their family finances. We're changing the way the typical American worker gains access to professional money expertise by delivering it in the workplace in a sales-free environment. We are a team of entrepreneurs with the freedom to design and create solutions to meet the needs of our clients and their employees. We consistently receive national recognition for our expertise, innovation, and extraordinary customer service. We're growing with a new office in Minnesota and prospects for further growth.

Seeking: An entrepreneurial spirit. Someone who embraces a mission of delivering workplace financial coaching to the American worker without the conflicts of product sales. A demonstrated marketing strategist who can execute the tactical aspects of marketing campaigns and has the chops to set overall strategy, coordinate multiple initiatives, identify emerging avenues to explore, and can work collaboratively with leadership and our agency partner.

Opportunities: As Marketing Director you will be responsible for developing the strategy of how we tell our exceptional story to the marketplace; identify the channels to distribute our message, creation and design of the materials, integration of the story and branding across our website, social media, and collateral materials. Plus, you'll lead us into avenues we've yet to consider but you've known to be critical for success.

Abilities we're looking for include:

1. Develop and communicate strategic communications plan to leadership
2. Strong writer with ability to communicate with multiple audiences and with varying tones
3. Creative design for website, social media, and collateral materials
4. Comfortable in front of the camera and behind a microphone
5. Management of SEO and Google analytics
6. Experience integrating in-bound marketing concepts and strategies
7. Willingness to design and build webpages
8. Support Business Development through creation of pitch decks, proposals, and content for RFP responses
9. Analyze industry developments and incorporate into our messaging
10. Experience maintaining and reporting within a CRM system

Your qualifications should include: a bachelor's degree from a four-year college or university. You should be a PowerPoint wizard and proficient with Microsoft Office applications. Experience with bulk email and survey distribution products is beneficial.

This is a unique opportunity to join the Francis team as a full-time salaried coworker. In addition to the standard benefits package, the firm has a paid sabbatical program, incented wellness initiative, and paid time-off to perform community service.

Application

Send resume to Susan Salmon, Director of Operations at susan.salmon@francisinvco.com.

The above statements reflect an overview of what this position may entail and shall not be construed as a detailed description of all the work requirements that may be inherent during your employment.

Job Description for Marketing Director – Feb 2022