



## Marketing Manager

**About us:** Francis Investment Counsel is an employee-owned Financial Wellness and Retirement Plan Investment Consulting firm headquartered in Brookfield, Wisconsin. 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!

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

**Opportunities:** As Marketing Manager you will be responsible for telling 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.

Abilities we're looking for include:

- Strong writer with ability to communicate with multiple audiences and with varying tones
- Aid in identifying channels to distribute our message
- Creative design for website, social media, and collateral materials
- Understand SEO and Google analytics and tactics to drive traffic
- Create and design materials that integrate our story and brand across our website, social media, and collateral materials
- Support Business Development through creation of pitch decks, proposals, and content for RFP responses
- Analyze industry developments and incorporate into our messaging

Your qualifications should include: a bachelor's degree from a four-year college or university and 3 or more years of Marketing experience. 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](mailto: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.