

Meradia seeks to employ a **Marketing Manager**. This position is for a senior-level marketing role.

Duties and Responsibilities:

Marketing Manager will be expected to fill a variety of marketing roles from creative to execution. Ideal candidate will be flexible about the prospect of working on a variety of marketing tasks with colleagues at different levels and would be proficient at writing copy, editing and proofreading. Specific responsibilities include:

- Work collaboratively as a consultative partner with executive management to develop marketing concepts, marketing plan and recommend annual budget and ensure plans are aligned with business strategies and sales goals
- Organize marketing collateral such that stakeholders and management know:
 - Status of items in flight
 - Where to find marketing collateral when needed
- Create templates for case studies, PowerPoint presentations and other repeatable marketing materials to maintain consistent look and feel
- Drive initiatives, leading with influence as internal colleagues will not be direct reports but will need to actively participate in writing original copy and developing ideas
- Create marketing materials including consultant biographies, sales presentations, case studies, white papers, articles, project documentation and other generic collateral
- Create and drive Meradia's social presence (LinkedIn, email campaigns, corporate gifts)
- Maintain Meradia website copy, ensuring that content grows and changes as the organization does
- Develop and track metrics for web analytics and email campaigns

Qualifications, Skills and Behaviors of the Successful Candidate:

- Ability to manage and juggle multiple projects and priorities
- Strong verbal and written communication – it is important that candidate enjoys writing and translating complex topics into marketing materials and stories
- Ability to work both independently and collaboratively with remote staff
- Bachelor's Degree, Masters' degree a plus
- 7+ years of relevant marketing industry experience
- High energy team player who demonstrates tenacity
- Creative thinker who is willing to give and receive constructive feedback
- Demonstrated project management skills, particularly in an environment that crosses functional areas or departments
- Proficient in digital web analytics, leveraging results to drive and grow marketing efforts
- Deep understanding of Marketing practices, both traditional and emerging
- Computer skills including PowerPoint, Word and Adobe InDesign
- Knowledge of or interest in the functioning of capital markets a requirement. Prior experience with other consulting firms and/or investment software a plus.

Send resumes to jobs@meradia.com.