



LION STREETTM

Owned by Fiercely Independent Advisors

Director of Communications

Lion Street, Inc. is a privately held financial services distribution company based in Austin, Texas. Lion Street provides elite independent financial advisors, many of which have roots in the life insurance industry, access to the financial products, intellectual capital, and specialized resources they need to meet the sophisticated financial planning needs of their high-net-worth and corporate clients. We are looking for a Director of Communications who has an entrepreneur mind-set and has the proven skill-set to take our communication efforts to the next level.

This role is located in Austin, TX.

Job Duties

- Work with SVP Firm Selection and Director of Firm Integration to establish both Revenue and Recruiting email, social media, website and other communication strategies
- Manage promotions and communication for meetings and events
- Oversee internal communications including Lion Street intranet and drive adoption
- Oversee Lion Street Media Relations/Public Affairs strategy; develop and maintain accurate database of reporters. Knowledge of financial industry publications and established relationships preferred. Oversee/Create press releases and responsible for getting the most mileage out of news announcements. Track press release performance and ROI. Assist with marketing initiatives to ensure smooth and efficient workflow
- Work with other team members on developing company communication schedule
- Implement and execute digital marketing campaigns via email, web and social media
- Manage firm's social media strategy including frequent monitoring of activity, interaction with followers and content creation within outlets such as Facebook, LinkedIn and Twitter
- Work with other team members to create/edit and deliver marketing and recruiting collateral and promotional materials including editing/proofreading and working with fulfillment vendors as needed
- Assist in a variety of marketing logistics, including event management as needed
- Work with IT/Data Manager to maintain accurate communication records and ensure communication with appropriate audiences
- Able to collaborate with peers and cross-departmental teams

Desired Skills and Experience

- Bachelor's degree, preferably in marketing, business or communications
- 8 - 10 years of relevant experience
- Strong writing skills
- Self-motivated, self-challenging
- Desire to work in a fast-paced environment

- Strong organizational skills and attention to detail
- Ability to develop close working relationships with a variety of personalities and departments
- Experience in the Insurance and/or Financial Services industry highly preferable but not required
- Proficient in Microsoft Office
- Experience with Adobe Creative Suite, MailChimp and/or WordPress a plus

Benefits

Lion Street offers full benefits to full-time employees, which includes:

- Competitive compensation package (annual bonus eligibility)
- Medical, dental, vision and life insurance
- STD/LTD
- Paid Time Off
- Safe Harbor 401K Plan

We work to maintain a safe, friendly and the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

www.lionstreet.com

NOTE: The information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.