



LION STREETTM

Owned by Fiercely Independent Advisors

Marketing and Communications Associate

Lion Street is searching for a Marketing and Communications Associate to join its fast-paced, hard-working team. This role will help the Company in executing internal, external and cross-channel marketing and communications initiatives across multiple mediums. The ideal candidate will be extremely detail-oriented, a proactive self-starter, possess excellent writing skills, have a customer service mindset, and the ability to collaborate with other team members to execute business initiatives. Candidate must have a high level of enthusiasm and momentum to accomplish projects. This position will be tasked with owning projects from start to finish with a focus on execution and accuracy, and candidate must demonstrate willingness to take accountability for completion of projects.

- Marketing and communications project and process management, including request intake, traffic management, editorial calendaring, and version control.
- Serve as team liaison for internal and external compliance objectives in order to ensure that all materials are approved, up-to-date, and disseminated accurately
- Manage marketing and communications content library, including but not limited to white papers, one-pagers, strategy documents, social media sources, etc. and communicate new and updated materials to the appropriate internal teams.
- Maintain all marketing and communications lists for email messaging, direct mailer campaigns, and prospect outreach. Serve as liaison with IT team to integrate marketing lists with CRM.
- Communications management and digital event execution related to enterprise meeting logistics
- Work in partnership with marketing and communications directors to execute go-to-market strategies for internal clients, including but not limited to social media best practices; co-branding efforts; COI strategy.
- Assist with integrated marketing and communications campaigns by writing content and customizing for individual sales team distribution.
- Build and maintain analytics reports for communications efforts, including but not limited to social media, website traffic, email performance, and prospecting
- Distribute monthly production reports to internal clients with 100% accuracy
- Assist with third-party vendor management (printers, designers, writers, etc.)
- Willing to support with other duties as assigned

Skills/Qualifications

- High level of detail-orientation and organizational skills
- Project management experience (ideally with a 3rd party tool)
- Tenacious personality and can-do attitude
- Technical proficiency with digital platforms (i.e. Zoom, Go To Webinar, social media)
- Email distribution platform experience (i.e. MailChimp, Constant Contact)
- Familiarity with web editing (preferably in WordPress)
- Strong writing skills
- Ability to develop close working relationships with a variety of personalities and departments
- Experience using CRM platforms (i.e. Microsoft Dynamics)
- Bachelor's degree, preferably in marketing, business or communications
- 4-8 years experience. Financial services background ideal, but not required.

Benefits

This position will have a compensation package and eligible for benefits.

We work to maintain 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.

About the Company

Lion Street is a leading financial services company based in Austin, Texas. Lion Street provides elite independent life insurance and wealth advisory firms access to the financial products, intellectual capital, and specialized resources they need to meet the sophisticated needs of high-net-worth and corporate clients. Every affiliated financial advisor is a stockholder of Lion Street. Together, Lion Street's Owner-Firms are strongly committed to building a fiercely independent, yet highly collaborative network of professionals.

For more information on Lion Street, please go to www.lionstreet.com.