

### **Content Marketing Specialist**

John G. Ullman & Associates, Inc. is seeking a Content Marketing Specialist to join our firm. This is an essential position in our company, and will play a significant role in our strategic plans to grow and expand the business.

Working from the Corning Office, the focus of this position includes content development for Inbound Marketing initiatives, as well as distribution and results measurement of such content.

#### **The Role**

The Content Marketing Specialist will be instrumental in designing, developing, executing and managing value-added content used to raise awareness of the JGUA brand among a highly targeted audience. The successful candidate will collaborate with the Branding & Marketing Manager and internal subject matter experts to develop relevant pieces of content, meeting the needs of both key stakeholders and the JGUA target audience. This role requires a high level of creativity, attention to detail, flexibility, and organization.

Content Formats May Include (but not limited to):

- Blogs
- Infographics
- Downloadable long-form content such as special reports, whitepapers and topical guides
- Appropriate sharable content
- Press releases
- Corporate announcements
- Landing pages
- Lead generation forms

Content will be distributed via various “permission based” channels including the firm’s social media pages, email opt-ins, content subscribers, etc. Throughout and upon completion of each campaign, the Content Marketing Specialist will analyze and report on marketing data to include campaign results, conversion rates, traffic, etc. This information will be used to measure ROI and help shape future KPIs and content marketing strategies.

Additional Responsibilities:

- Routine market research with intent of staying current with emerging forms of content, consumer and industry interests, habits and trends.
- Management of JGUA’s internal content library.
- Proactive analysis of content library for development opportunities.
- Participation in general Marketing Department operations including brainstorming sessions, development of ideas for creative marketing campaigns, and special projects.

#### **Qualifications**

The successful candidate will be a creative, results driven individual having familiarity with the process of creating content, primarily used on the web. Must also have the ability to use both data and intuition to form decisions; have excellent writing skills; be comfortable with the basic principles of graphic design; possess a solid understanding of the role that content plays in regards to Content Marketing strategy; and have familiarity with marketing data analytics and tools.



# John G. Ullman & Associates, Inc.

Comprehensive Wealth Management

- Bachelor's Degree in Marketing, or Business Administration with a minor or concentration in Marketing, is preferred. Candidates with equivalent training and experience in Marketing will also be considered.
- 3-5 years of well-rounded Marketing experience, including building audiences either on or offline.
- Excellent organizational skills.
- Ability to work independently while remaining engaged in multiple projects with many moving parts.
- Ability to work and thrive in a fast-paced, rapidly changing work environment.
- Excellent communication skills, both written and verbal.
- Solid, above average, computer skills.
- Prior experience working in financial services or a comparable industry would be helpful, but is not necessary.
- Must possess a strong commitment to Values, Ethics and Integrity at the highest levels.

## Perks & Benefits

- Ability to have long-lasting and visible impact on clients' lives.
- Opportunity to be a part of the firm as we grow and expand to meet the current and future needs of our clients.
- Work for an organization that is strongly committed to ethics and values, offers a warm and welcoming environment, and is flexible and supportive of training, development, and continuing education.
- Work with a group of talented and very experienced CFP designated Financial Advisors, with strong professional networks.
- Comprehensive dental and health care benefits, life insurance, 401K, SEP-IRA.
- Access to all JGUA portfolio management, financial planning, and income tax services for you and your family.
- Regular company outings.
- Community Involvement.

## About Us

John G. Ullman & Associates is a different kind of Wealth Management Company. Our "one firm" model provides high net-worth individuals and families a single place to turn for all aspects of their financial lives, including financial planning, wealth management, and "special projects" catered to their unique needs. Our relationships with our clients are long-standing, often spanning decades and multiple generations. Our headquarters is in Corning, New York, in the beautiful Finger Lakes Region, with a second office in Rhinebeck, in the Hudson Valley region of New York.

## To Apply

If you are interested in applying please e-mail a letter of interest and resume to Scott Schoonover at [schoonovers@jgua.com](mailto:schoonovers@jgua.com) . Please indicate you are applying for the "Content Marketing Specialist" position and use reference code JGUA-MktSpC.