

Marketing Associate

John G. Ullman & Associates, Inc. is seeking a Marketing Associate 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 Big Flats Office, the focus of this position includes content development for Inbound Marketing initiatives, as well as distribution and results measurement of such content.

Duties and Responsibilities:

- Plan and execute communications, including newsletters, invitations, social media, case studies, website, email and Public Relations
- Assist in management of email and social media campaigns, including A/B testing, budget-tracking and engagement analysis
- Manage drafting and editing of short and long-form content, such as newsletters, email campaigns, presentations and blog posts
- Update marketing collateral, including factsheets, presentations, brochures and event invitations
- Assist in drafting marketing materials including one pagers, brochures and presentations
- Maintain project schedules and Marketing calendar in a deadline-driven environment
- Plan and execute events with others from start to finish and help run the events
- Provide administrative support to the Marketing Team, Directors and Senior Management as needed
- Website management, social media marketing, content creation, e-mail marketing campaigns, conference preparation, PR strategy, & sales support
- Planning and delivering CRM Strategies to retain existing customers and build out new client relationships
- Support applications, including: customer master data management, campaign management, and Sales Department systems.
- Recommend migrating options of the application portfolio, aligning with business needs and optimizing performance and maintenance.

Qualifications:

- Bachelors' degree in Marketing preferred
- 3 + years of relevant work experience
- Previous experience in a marketing/communications role preferably in the Financial Services industry
- Previous experience in developing content i.e. newsletters, websites, articles, and graphics
- Past experience managing social media platforms including LinkedIn
- Ability to multi-task and prioritize multiple requests within tight deadlines
- Successful track record in managing projects
- Ability to use initiative and work independently while also being a team player
- Personable and possess the ability to communicate with all members of staff and clients
- Experience in webinar and podcast management preferred

John G. Ullman & Associates is a wealth management firm committed to bringing human connection, attention to detail and trust to every aspect of financial planning. For over 40 years, we have helped clients plan for a lifetime of financial security, creating highly customized financial plans to manage, grow, and protect our client's wealth. Our team has grown to include a diverse group of expert financial planners, tax professionals, investment researchers, legal professionals and support staff in three separate New York State Locations; including our headquarters located in Big Flats, NY; and branch offices located in Corning, NY and Rhinebeck, NY.

To Apply:

If you are interested in applying please e-mail a letter of interest and resume to Scott Schoonover, Director of Human Resources at HR@jgua.com. Please use Reference # JGUA-MA.