

Segall Bryant & Hamill is an independent investment firm based in Chicago, Illinois with offices in Denver, CO; St. Louis, MO; Philadelphia, PA; and Naples, FL. Since our founding in 1994, we have grown to approximately \$20.0 billion in assets under management as of September 30, 2019. We provide fee-based investment management of equity, fixed income, alternative and asset allocation portfolios. Our growing client list includes high net worth individuals and families, endowments, foundations, corporations, hospitals, public funds and multi-employer plans across the country.

Segall Bryant and Hamill is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, religion, sex, gender, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

**Job Title:** Senior Marketing Associate, Team Lead

**Category:** Marketing

**Employment Type:** Full Time

**Location:** Chicago, IL

**Compensation:** Commensurate with experience

Segall Bryant & Hamill (SBH) seeks a Senior Marketing Associate to join our Marketing team. The qualified candidate will help the business development, marketing and investment teams with new business opportunities and ongoing client service. The senior marketing associate will manage the production and customization of marketing materials, ensuring the highest standards in accuracy, quality and timely delivery. The position will also assist with various marketing initiatives including marketing campaigns, conferences, email distribution and contact list management.

He/she will support the firm's three distribution channels — institutional, advisor solutions and wealth management — and work with departments across the firm including sales, client service, compliance, information technology, operations, and the investment teams.

This person also functions as the team lead, responsible for allocating work across the team, ensuring that processes (including quality control) are consistently followed, and deadlines and accuracy standards are being met. He/she also works closely with the senior marketing associate, located in Denver. This position reports to SBH's Director of Marketing, located in Denver.

## **GENERAL RESPONSIBILITIES**

- Develop, update, customize and maintain electronic and printed marketing materials (e.g., presentations and fact sheets for firm's investment strategies).
  - Manage process with sales team for the updating of materials.
  - Manage requests from sales team through marketing services "inbox"; work with senior marketing associate in Denver to allocate and complete requests.
  - Assist with collateral automation project.
- In team lead role, be responsible for allocating work and overseeing processes and requests to ensure timely and accurate delivery of materials.
  - Look for opportunities to improve processes, leverage technology and put in place best practices to deliver accurate, high quality materials in a timely fashion.
- Distribute marketing materials, primarily via email using Salesforce's Pardot.
  - Work with business channels to maintain accurate contact lists for email and hard copy distribution.
- Handle execution and tracking of marketing campaigns including use of Pardot for email distribution and Google Analytics for web analysis.
  - Gather and analyze metrics, offering suggestions for campaign improvements.
- Plan and manage events, conferences and sponsorships; assist with ad development as needed.
- Maintain inventory of marketing materials and "give aways"; manage vendors for purpose of ordering marketing supplies, etc.
- Assist client service teams with the updating of client materials.
- Assist with the updating of firm's CRM (Salesforce); serve as backup for RFP team.

- Assist with updating of firm's web site using WordPress.
- Conduct industry research and competitive analytics as needed.

## QUALIFICATIONS

- Advanced level with Microsoft PowerPoint; advanced proficiency in Microsoft Word and Excel.
  - Must be proficient with Salesforce and Pardot.
  - Must be proficient with InDesign and familiar with other programs in Adobe Suite including Photoshop and Acrobat Pro.
  - Experience working with eVestment and other industry databases strongly preferred.
  - Experience with WordPress preferred.
  - Bachelor's degree in finance/accounting/economics, marketing, data analysis, business intelligence, or related field.
  - 3-5 years of experience in similar role at an asset management firm; must have experience updating marketing materials and working with large amounts of financial/investment-related data.
  - Solid understanding of investments and ability to apply concepts to marketing materials.
  - Keen attention to detail and excellent proofreading skills.
  - Superior skills in organization and time management.
  - Ability to work in a fast-paced environment with quickly changing priorities and tight deadlines, while maintaining a high degree of professionalism and focus.
  - Ability to quickly learn various types of software systems.
  - Experience putting in place well defined and effective processes to streamline material production while ensuring accuracy.
  - Strong problem-solving skills.
  - Self-starter with a strong work ethic.
  - Team player with strong interpersonal skills; experience collaborating effectively across multiple stakeholders at all levels within the organization
  - Knowledge of graphic design, print production and project management affecting printing, quality and on-time delivery.
  - Occasional travel to Chicago or Denver will be required.
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- Apply via the SBH Career Center to [Senior Marketing Associate](#)

All submissions must include a resume, cover letter and salary expectation

Company website: [www.sbhic.com](http://www.sbhic.com)