



Kayne Anderson Rudnick

JOB DESCRIPTION

Senior Marketing Associate

Kayne Anderson Rudnick Investment Management (“KAR”) is seeking a self-motivated and organized individual to join the team as a Senior Marketing Associate. The Senior Marketing Associate is responsible for contributing to various Marketing initiatives including the creation and update of the firm’s marketing collateral, creative input for the evolution of materials over time and special design projects.

The ideal candidate should have solid knowledge of the financial industry, KAR’s products, and the specific nuances of the firm’s business units between institutional, retail, and high-net-worth audiences. This candidate will be the Salesforce point person on the Marketing side of the business, designing, setting up and executing quarterly and ad hoc email campaigns. This candidate will serve as a backup and secondary point person on the status of the firm’s marketing collateral updates (including print, web, social media and email), maintenance of the firm’s sales enablement software, Seismic, and peer review of other team members’ work. This candidate will also have the opportunity to contribute to design tasks using various programs such as PowerPoint, InDesign, Photoshop, Illustrator and Adobe Acrobat/PDF.

DUTIES AND RESPONSIBILITIES:

- Update the firm’s quarterly marketing collateral (presentation books, portfolio review books, fact sheets, model portfolios, proposals)
- Create presentation books for prospects and due diligence meetings
- Manage email marketing campaigns, including design, set-up, testing, execution and tracking
- Website maintenance and updates
- Participate in regular meetings with outside business partners on various projects supporting marketing initiatives (digital marketing agency, SEO, web development, Salesforce development etc.)
- Liaise with various business partners (compliance, portfolio management, wealth advisors, executive team) to facilitate the creation of custom marketing collateral
- Work with KAR’s Seismic Administration team to help optimize and troubleshoot the automation of marketing materials within Seismic’s software system
- Assist with planning, progress and execution of projects to ensure various initiatives are successfully implemented
- Help conceptualize and create new marketing materials within the firm’s established style guidelines
- Assist in the creation of marketing collateral for specific marketing initiatives

MINIMUM QUALIFICATIONS:

- 3-5 years of related experience
- Able to understand financial and investment concepts and convert them into an articulate graphical representation
- Strong design skills and creative talent, must be able to initiate new design ideas with minimum input
- Experience working with Salesforce and Salesforce Marketing Cloud, WordPress
- Ongoing maintenance of the firm’s automation software, Seismic, including parallel testing, data integrity reviews, and researching issues.
- Strong technical skills
- Self-sufficient and highly motivated, can work equally well as a team member and individually
- Able to work and problem-solve independently. Displays confidence when interacting with partnering teams to resolve issues with little manager intervention
- Able to perform job functions in a timely manner as well as on tight deadlines
- Able to quickly shift priorities based on business needs during high-volume periods
- Exceptional attention to detail
- Excellent communication skills, gets along well with others

BENEFITS AT KAR:

In addition to health insurance, Vacation, PTO benefits and a generous 401(k) company match, KAR is proud to offer its employees benefits:

- Competitive Pay
- Medical, Dental, and Vision Insurance
- Wellness Program
- Tuition Reimbursement

- 24-Hour Employee Assistance Program
- Adoption Assistance
- Paid Family Care Time
- Life and Disability Insurance
- Health Savings Account with a Company Match
- Flexible Spending Accounts including Dependent Care
- Paid Volunteer days

KAR is made up of diverse, talented, and passionate employees working together to achieve a common and rewarding goal: providing high quality investment strategies and wealth solutions for our clients. We're currently seeking candidates who possess the skills, vision, and determination to excel in their chosen fields.

If you meet the qualifications and are interested in the positions, please submit resume to careers@kayne.com.

COVID-19 Hiring:

During the pandemic, we have transitioned to a work-from-home environment until further notice. We plan to return to our office when it is safe to do so. Attendance in person at our office will be required at that time.

A competitive compensation will be offered. Details will be discussed at the appropriate time with interested, qualified candidates.

For additional general information on Kayne Anderson Rudnick, please access the firm's web site at www.kayne.com.

KAR is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.

https://virtus.wd5.myworkdayjobs.com/en-US/KayneCareers/job/Los-Angeles-CA/Senior-Marketing-Associate_R260