



Senior Marketing Manager

About FundQuest:

FundQuest is a leader in the managed accounts industry. Founded in 1993, we are a global provider of web-delivered wealth management solutions for premier financial institutions including banks, broker-dealers, RIAs, insurance companies, wealth managers, and trust companies. Our objective open architecture investment management services provide a flexible menu of solutions.

FundQuest is located in the heart of Boston's financial district and is part of BNP Paribas, one of the world's largest financial services firms.

Responsibilities:

- Collaborate with all departments within the firm. Work with relationship management, wholesaling and investment management, to devise communications strategies and tactics that:
 - Enhance FundQuest's reputation as a premier investment management firm
 - Generate awareness to support acquisition of new institutional clients
 - Support ongoing client retention and business growth at the home office and advisor level
- Develop understanding of FundQuest's strategy, products, client needs, and competition
- Manage the rebranding of FundQuest to include- website revamp and collateral redesign
- Lead marketer for all investment products and platforms including the ActivePassive Funds[®] and ActivePassive Portfolios[®], for which FundQuest serves as advisor
- Write copy for all forms of marketing communications and format collateral
- Think strategically and also execute tactically—this is a hands-on position
- Manage all communications created by the Investment Management & Research team to include market commentaries, white papers, product launch announcements, and rationale for portfolio changes
- Obtain necessary legal and advertising compliance approvals (inc. FINRA) for content and collateral.
- Initiate public relations efforts, write and edit press releases and develop and maintain relationships with industry reporters and research analysts
- Manage relationships with external graphic designers and printers
- Monitor budget activities for marketing initiatives

Requirements:

- Bachelor's degree and at least 8 years experience in financial services with at least 5 years in a marketing function
- Strong writing skills:
 - Definition of clear communication objectives, main messages, and target audiences
 - Ability to create initial and final drafts of headlines and copy for all forms of collateral
 - Editing and proofreading with strong attention to detail
- Creative, detail-oriented and self-motivated team player that is able work independently, manage internal teams, and prioritize and manage multiple tasks
- Ability to format brochures and product literature using simple desktop publishing tools
- Solid knowledge of fundamental investment concepts and practices
- Strong presentation, and verbal communication skills
- Experience managing external professionals for design services and printing communications
- Familiarity with web site design and maintenance
- Computer skills:
 - MS Office: Word, Excel, Outlook, experienced user of MS PowerPoint
 - Experience with website content (not design) updates using Dreamweaver is ideal
 - Experience with salesforce.com is ideal

Additional Information:

FundQuest is proud to be an Equal Opportunity Employer.

We invite you to email your resume and cover letter to HireMe@fundquest.com. Our apologies in advance, but due to the high volume of resumes received, we are unable to accept telephone calls regarding available opportunities and will only contact those candidates being invited to interview. Qualified candidates must have legal authorization to work in the United States.]'

FundQuest offers a great benefits package, including:

- Health and Dental available first day of employment
- 401(k) retirement plan with company match
- Tuition reimbursement
- Flexible Spending Account
- Employee Assistance Program
- Short and long term disability
- Supplemental insurances
- Gym discount
- Employee referral bonuses
- Adoption assistance plan
- Wellness/new mothers room
- Generous vacation package

Candidates only, please. No third party inquiries will be accepted.