



## **Marketing Communications Manager**

Financial Service Organization  
Philadelphia Metro Area

The marketing communications manager will be responsible for the development and maintenance of corporate and product-related collateral and publications, both print and online. This position will serve as the subject matter expert to provide insight and expertise regarding our client's brand and will ensure successful internal and external communications using consistent brand messaging.

### **Responsibilities:**

- Serve as editor, writer and content manager for various articles, publications, print and online copy, etc.
- Design and develop promotional & marketing materials, print collateral, sales collateral, event and trade show exhibits, advertising, and other marketing materials as needed
- Assist in planning and concept development for presentations, displays, exhibits, etc.
- Play an integral role on the annual conference core team. Materials design and development, copy writing (Conference packet, collateral/direct mail, promotional give-aways, presentations, correspondence, etc.)
- Ensure consistency and brand protection in all marketing material, both online and in print.

### **Requirements:**

- Bachelor's Degree, preferably in Marketing
- 5+ years of experience planning and implementing marketing and communication plans
- Expert level skills with Adobe Creative Suite
- Writing and design portfolio required
- Excellent editing skills (knowledge and experience with standard copy editing and proofreading symbols a plus)
- Experience working with higher education, financial aid, financial literacy, or research institutions and other public sector non-profit organizations preferred
- Project management experience
- Capable of precise communication, within tight timelines, across all effective channels
- Experience developing marketing plans for a Membership organization a plus

**Please Contact:**  
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