



Director, Communications and Marketing

I. Position Summary

If you pride yourself on taking on new responsibilities, we have a job for you. At Kingsdale Advisors, we pride ourselves on presenting our employees with opportunities to be challenged and grow. The Director, Communications and Marketing will participate in projects and take on responsibilities not presented in traditional Public Relations and Investor Relations firms.

The successful candidate must be experienced in and enthusiastic about creative financial writing across a diverse array of mediums: press releases, direct mail, shareholder letters, presentations, Q&As, thought leadership pieces, and digital content. Not only skilled in taking complex subjects and distilling them into easily understood communications products, the candidate will also have strategic insight and tactical experience that will allow them to provide recommendations about the optimal distribution for the material generated from traditional media relations to online distribution. As a well-rounded Public and Investor Relations Professional, the candidate will welcome the opportunity to participate in other initiatives including event planning, advertising, and promotional sponsorships.

The candidate should be a quick learner who has exceptional attention to detail, accountability, and ability to prioritize and deliver in a fast-paced, client-centric, results-driven environment. The candidate will possess excellent verbal and written communication skills, including proofreading, and will have experience with digital media, social networking and media relations.

Due to the nature of the industry, you are expected to be flexible and often required to work outside of regular business hours including, at times, weekends.

II. Reports to the Executive Vice President, Communication Strategy

III. Key Duties and Responsibilities

- Provide input on overall marketing & communications strategy and planning for clients and Kingsdale Advisors with EVP, Marketing & Communications
- Write a range of communications materials, as well as proofread, edit and contribute to the work of clients and peers, often on very tight deadlines
- Knowledge of financial communications and capital markets: current events, trends and issues, their impact on the industry, Kingsdale Advisors and our clients
- Generate thought leadership pieces and content ideas and produce content in collaboration with other contributors
- Oversee internal and external communications through multiple channels including client newsletter, website, digital, social, e-mail, intranet, etc.
- Manage social media campaigns (including remarketing campaigns): Develop and manage content and measure outcomes
- Conduct media monitoring and reporting
- Develop and revise internal and external sales collateral material
- Implement projects and initiatives within marketing and communications strategy, in support of overall business goals

- Elevate the profile of Kingsdale Advisors within the industry to ultimately secure speaking and media opportunities
- Ensure quality control for finished product delivery across multiple client programs
- Plan creative events and programs and supervise their implementation
- Manage sponsorship programs

IV. Education, Skills and Experience

Education and Experience:

- Bachelor's degree from an accredited College or University, preferably in the area of journalism, marketing communications, finance or related field
- 1-3 years of professional writing experience in a financial services, capital markets, or similar environment
- Strong portfolio of financial communications writing
- Experience with digital communications
- Experience interacting with media

Required Knowledge, Skills, and Abilities:

- Experience and passion for finance, capital markets, and business content
- Ability to write professionally for varied audiences and consistently meet tight deadlines
- Superior proofreading and editing skills
- Calm under pressure
- Maintain high ethics with writing presentation, content, and daily work tasks
- Ability to deal with uncertainty and transition easily with change
- Ability to contribute individually, and participate in cross-functional teams
- Strong organizational, time management, communication, and interpersonal skills
- Ability to manage multiple priorities effectively
- Strong, demonstrated knowledge of Microsoft Office (Word, PowerPoint, Excel, etc.) and Microsoft Outlook
- Experience using a website content management system
- Experience designing and executing digital and social media campaigns

