

Description

The Marketing Materials Specialist will be responsible for leading and managing the development, maintenance and production of OSAM's marketing materials most importantly the maintenance of performance updates for financial products on the web site as well as in pitchbook and fact sheet format.

About the firm

O'Shaughnessy Asset Management is a Stamford, Connecticut based quantitative money management firm. We deliver a broad range of equity portfolios to institutional investors and the high-networth clients of financial advisors. We also serve as a sub-advisor to a family of mutual funds through the Royal Bank of Canada.

Responsibilities include

- Design and project-manage the development of appropriate external materials (web site, presentations, fact sheets and other collateral) to support key initiatives.
- Manage internal approval process for all materials
- Maintain all marketing materials; including but not limited to brochures, fact sheets and presentations
- Oversee management and content updating of corporate website
- Provide general assistance in OSAMs marketing activities
- Ensure the successful implementation of specific initiatives, including weekly production of marketing materials

Required Skills/Experience

- Experience at a money management or financial services firm working on marketing materials, product pitchbooks, factsheets and web site
- Excellent attention to detail and experience in accurately handling data-intensive marketing pieces
- Strong design-based computer skills including expertise in Quark, Indesign, Adobe Photoshop, Adobe Illustrator, HTML
- Track record of designing and updating web and print-based marketing materials
- Experience designing, coding and updating websites and serving as a web master
- Strong written and verbal communication skills
- Excellent organization and project management skills with demonstrated ability to multi-task
- Minimum of 2 years working experience
- Creative problem solving
- Experience working within established design systems and brand guidelines

Education

- Bachelors Degree (Marketing or Communication major preferred)