

## Head of Marketing

We are seeking an individual to head up Foundation Source's marketing department. This individual will oversee the everyday tasks and responsibilities of a five-person marketing team, while assuming a leadership role in pursuit of the company's strategic objectives.

### Job Responsibilities

- Develop a marketing strategy and corporate brand identity to align with the strategic vision of the company
- Oversee and direct the efforts of the marketing department, while identifying additional talent, as needed, to ensure a high-performing team
- Develop innovative campaigns to achieve aggressive revenue and profitability goals across each of the firm's target market segments (i.e., HNW individuals, wealth advisors, trust & estate attorneys and existing foundations).
- Develop an integrated marketing plan and KPIs encompassing search engine marketing, search engine optimization, content, events, publicity, social media, videos, webinars, and other modalities
- Establish best-in-class web presence & lead generation campaigns to drive awareness and increases in lead conversion and closed business
- Conduct market research and comparative industry analyses to differentiate the company's products and services from the competition and recommend new approaches to grow the business
- Continue to develop relevant collateral and content (white papers, case studies, videos, webinars) for all target market segments including "personas," business initiatives, and service models
- Work closely with sales management to ensure integration of marketing campaigns with field and inside sales goals
- Serve as media spokesperson and promote the company as an innovator; oversee communications across the website and social media channels
- Develop sales support resources and tools to enhance the acquisition of new prospects
- Plan, organize, and execute prospect and client events, conferences, and exhibits
- Prepare regular marketing updates/reports for the CEO and senior executives
- Create a social media presence that increases digital awareness of the brand
- Increase and maximize upsell opportunities to increase average revenue per client
- Develop and manage annual marketing and PR budget
- Continuously measure, evaluate, and adapt marketing strategies based on ROI

### Professional Qualifications, Experience and Education

- Proven experience managing a marketing team/department is required
- Experience marketing to the UHNW, advisor or other financial services channels (i.e., family office, RIA, T&E attorneys).
- 10 or more years of marketing experience and at least 6 years managing a marketing team.
- Visionary with deep understanding of traditional and innovative marketing strategies and best practices
- Demonstrable experience in building brand awareness and developing strategies and business plans for all aspects of marketing
- Ability to understand changing market dynamics and translate trends into actionable strategies that achieve company objectives

- Hands-on experience with CRM and SEO tools, such as Google Analytics, Google Adwords, SalesForce, etc.
- Solid understanding of market research and data analysis methods
- Ability to apply marketing techniques over digital (e.g. social media) and non-digital (e.g. media) channels
- Strong client-service orientation and interpersonal skills, a “can-do” attitude, and strong sense of collaboration and diplomacy are absolutely critical
- Excellent communication skills, both written and verbal are essential
- A Bachelor’s degree in business, marketing, communications, or related field is required
- A Master’s degree in marketing, experience in the philanthropic services sector, or an MBA is highly desirable

**Physical Demands and Work Environment:**

In order to perform successfully the essential functions of this position, an employee must generally be able to do the following: communicate verbally (speak and hear); use hands or fingers; handle or feel objects, tools, or controls; stand; walk; sit; reach with hands and arms; occasionally lift and/or move up to 15 pounds; drive and write coherently and grammatically in English. The position requires the ability to see objects, print, and/or images at close range and in the distance, and the ability to adjust focus. The noise level in the work environment is usually low to moderate. Foundation Source will provide reasonable accommodations to enable otherwise qualified individuals with disabilities to perform the essential functions of the position.

**Application Questions**

**You have requested that Indeed ask candidates the following questions:**

- How many years of Managing a Marketing Team/Dept. experience do you have?
- How many years of Marketing experience do you have?
- What is the highest level of education you have completed?
- Are you able to work in Fairfield, CT?
- Are you willing to undergo a background check, in accordance with local law/regulations?
- Are you authorized to work in the following country: United States?
- How is your previous experience relevant to this role?
- Why are you interested in this job?

Note: This job description does not include all of the duties that may be required of an employee in this position. Other functions, tasks, and duties may be assigned by the Company, in its discretion. To perform this job successfully, an employee must possess the skills, aptitudes, and abilities to perform each duty proficiently. Educational and experience requirements listed in this document are the minimal requirements for consideration for the position. The set of functions considered “essential” is subject to modification by the Company. Foundation Source will provide reasonable accommodations to enable otherwise qualified individuals with disabilities to perform the essential functions of this position. This job description does not create an express or implied employment agreement; in the absence of a specific written agreement to the contrary, all Foundation Source employees are employed “at will,” and may resign or be discharged at any time, with or without notice.