



Position:

Marketing and Investor Relations Manager

If you're looking for an opportunity to join a dynamic and growth oriented company and be a part of a great team, then this is the opportunity for you. We seek a Marketing and Investor Relations Manager to join our team!

This position will be located in our Park City, UT office.

Job Description:

Responsibilities include, but may not be limited to:

- Assist in design and execution of strategic and ad hoc campaigns to promote the company's products and services through leveraging thought leadership and other content created throughout the Company and assisting in the creation of new content where necessary.
- Executes and monitors campaigns.
- Assists with internal communications and manages longer-term communications projects centered on marketing and business development programs using internet, e-mail, meetings and other channels
- Manages Investor Relations communication to include, development and copy writing of press releases and Investor communications.
- Organizes events, sometimes with assistance of others, including producing mailings / invitations, organizing materials and presentations, event logistics, follow-up, etc.
- Manages the copy writing and editing process for certain proposals, presentations, and other communications; assists at other times with proofreading of similar materials, ensuring adherence to use of logos, proprietary information, etc.
- Provides data maintenance in managing and enhancing our client and prospect databases used for mailings and other communications, as well as sales pipeline and growth analysis reports.

Requirements:

❖ Knowledge:

- Bachelor's Degree in Marketing, Communications, Journalism or similar discipline.

❖ Experience:

- 5 years of experience in professional services marketing or Investor Relations.
- Direct experience with sales and marketing principles and communications at both the strategic and tactical levels - including public relations, loyalty programs, proposals, brochures, advertising, market research, direct mail and e-mail marketing
- Proficiency in the Microsoft Windows environment, including Office and browser-based applications
- Experience with data management principles and database applications, including a marketing database/CRM system
- Experience with e-marketing/mailing systems.

❖ Abilities:

- Prioritize tasks, manage a large number of multi-stage projects and complete them in a timely fashion
- Work independently (with minimal oversight) and effectively in a fast-paced, deadline-driven, and sometimes unpredictable environment
- Ability to work in a team environment, where the completion of projects depends on collaboration with a variety of professionals, often from different departments
- Be detail-oriented. Productive without compromising quality

Send resumes to jobs@parkcitygroup.com

Be sure to reference the position for which you are applying.