



Marketing Intern Job Description

Skygate Financial Group, a growing wealth management firm, is seeking an Associate Wealth Advisor to assist us in our mission of helping clients achieve their financial goals. This is your chance to play a key role in the future success of our fast-growing organization!

Our mission at Skygate Financial Group is to help our clients save and invest for retirement, legacy and other goals. The Marketing Associate plays a pivotal role in attracting and retaining clients.

SUMMARY OF POSITION

Assists with overall marketing and communications functions within the organization. Executes and enforces the company's branding strategy and standardizes company communication across mediums. This is a broad-based position that will handle all aspects of marketing, brand integration and strategy. We're looking for someone with a wide variety of skills and interest in the written, creative and graphic aspects of marketing.

JOB DUTIES & RESPONSIBILITIES

1. Marketing strategic planning

- Maintain and implement Skygate's branding strategy
- Develop ideas for new marketing tactics that will benefit the Skygate brand

2. Development of marketing materials

- Assist with the development of all marketing materials, including print, web, audio and video.
- Compose copy for marketing pieces. Assist with editing/proofing documents, as necessary.
- Assist with development and implementation of marketing collateral.

3. Maintain a strong web presence

- Work within proprietary content management system to provide routine updates to the websites. Create and add new pages, as necessary.
- Update website copy, when needed
- Monitor social media accounts and assist with content updates, when needed.

4. Public Relations

- Work on PR opportunities
- Work with outside public relations resources if needed
- Review and edit PR documents before they are published



EDUCATION & EXPERIENCE REQUIREMENTS

- Majoring in communications, marketing, advertising, public relations, or similar field of study.
- Strong writing and communications skills. Must provide samples of written communications pieces.
- Proficiency using PowerPoint, Prezi, Adobe Creative Suite and other mediums to develop marketing pieces and presentations.
- Strong experience in both writing and editing copy for communications and marketing pieces.
- Proven experience using social media and SEO tools to cultivate a strong online presence.
- Ability to demonstrate previous success through personal portfolio.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of marketing, advertising and public relations concepts to maximize company's professional image with clients and prospects.
- Superior writing skills—ability to convey messages in writing in a clear, persuasive manner.
- Ability to think creatively when developing marketing materials and concepts.
- Superior ability to communicate professionally, clearly and accurately in both written and verbal communication with clients and business partners.
- Strong decision making and sound judgment—ability to listen and organize information and make intelligent and timely decisions with a sense of urgency.
- Demonstrated personal initiative and motivation to succeed.
- Strong attention to detail.

This is your chance to play a key role in the continued success of our company. Our culture is fast-paced, motivational, and focused on healthy living. Smokers need not apply.

We offer a great working environment in a professional office location. This is your chance to play a key role in the continued success of our company. Our culture is fast-paced, motivational, and focused on improving our client's lives.

For more information about our company, please visit our website www.skygatefinancial.com .

If you're interested in this opportunity, please send your resume and letter of interest to Kevin Theissen at kevin@skygatefinancial.com . Given the high demand for this position, we're only able to contact the most qualified candidates.