



**POSITION:** Marketing Associate

**LOCATION:** Money Management Institute (MMI) Offices in New York City (midtown)

**INDUSTRY:** Financial Services, Investment Management

**TYPE:** Full-time associate position with full benefits

**POSITION SUMMARY:**

Money Management Institute (MMI) is an industry association representing over 200 financial services firms. This is an exciting opportunity to join our growing team and help build our brand identity while supporting various marketing initiatives.

The Marketing Associate position at MMI is an opportunity to put your marketing, digital communications, and project management skills to work in a dynamic environment. The ideal candidate will deliver digital communications across all platforms (web, email, social media, etc.) and key marketing projects in support of the association's strategic business plan. As a key member of MMI's marketing team, this position will report directly to the Chief Marketing Officer and will interact with the association's senior management team, peer associates, members, and outside vendors.

**PRIMARY RESPONSIBILITIES:**

- Day-to-day management, execution, and enhancement of digital communications
- Collaborate with internal teams to understand project goals, assist in the development and execution of marketing plans to support key strategic initiatives
- Contribute to specific projects that require extensive member interaction
- Actively participate in the enhancement of marketing processes and technology infrastructure
- Manage multiple projects with critical deadlines

**QUALIFICATIONS:**

- Expected to be in the mid-town Manhattan office 2-3 times a week
- Positive attitude and high degree of personal initiative and accountability
- Excellent verbal and written communication skills
- Strong attention to detail and ability to multi-task in a highly collaborative deadline driven environment
- Ability to travel on a limited basis

#### **PREFERRED EDUCATION & EXPERIENCE:**

- Bachelor's degree and minimum 1-3 years' experience in marketing/digital communications
- Financial Services Industry experience preferred.
- Skilled in Microsoft Word, PowerPoint, Adobe Acrobat, Illustrator, and Photoshop
- Highly proficient using LinkedIn including managing LinkedIn groups, paid campaigns and events
- Experience using Association Management System (AMS), Learning Management System (LMS), Content Management System (CMS)
- Working knowledge of HTML, Drupal 9, Google Analytics, email/marketing automation, and SEO
- Knowledge of the financial services industry is beneficial but not mandatory

#### **COMPENSATION & BENEFITS PACKAGE:**

- Compensation package consists of a base salary plus bonus award
- Compensation will be commensurate with experience, skill set, and capabilities
- Full benefits package
- Paid vacation & holidays

**COMPANY OVERVIEW:** Established in 1997, the Money Management Institute (MMI) is the industry association representing financial services firms that provide financial advice and investment advisory solutions to investors. MMI is driven by our promise of increasing connections, knowledge, and growth for our members. We are dedicated to fostering professional relationships, sharing experiences, and expanding the industry's influence through advocacy and education. MMI offers premier professional development programs, specialized curriculums, and facilitates peer-to-peer connections through our communities and conferences. As part of our longstanding commitment to diversity and inclusion, the Gateway Foundation provides clear pathways to entry and career advancement in the financial services industry for historically excluded and underrepresented groups. MMI member firms include wealth manager, asset manager and solutions provider firms of all sizes and professionals representing all functional areas.

**CONTACTS:** For further inquiries on this position and to submit a resume, please contact [kcaporale@mminst.org](mailto:kcaporale@mminst.org)

It is the policy of the Money Management Institute to provide for and promote equal employment opportunity in employment compensation and other terms and conditions of employment without discrimination based on age, race, creed, color, national origin, gender, sexual orientation, disability, marital status, Veteran status, genetic predisposition, or carrier status.

