

BLB&B Advisors, LLC
Employment Opportunity

Job Details:

Title: Marketing and Business Development Coordinator

Job Type: Full Time (Part-Time considered)

Job Location: Montgomeryville, PA (no business travel required)

Reports to: Bonnie Bell, Director of Brand Management

Hours: 9 AM – 5 PM, plus as work demands require

Position Overview:

Do you follow the lines but like to think outside the box? Are solid personal relationships with your co-workers important to you? Are your ideas looking for an audience? Would you like to be seen AND heard? Then, BLBB Advisors might be your next professional home.

Our marketing and business development department is expanding to include a Coordinator role that will work as part of a team within the department, supporting our Financial Advisors and independently. There will be an additional opportunity to support the Executive Director of BLBB Charitable, the giving arm of BLBB Advisors. Our ideal candidate is someone with experience in digital marketing looking to make their next move with an opportunity to continue to learn and grow their skills.

Your responsibilities will include higher-level design and implementation projects that assist BLBB in marketing our brand. You will also support our Financial Advisors in their business development efforts. A proactive approach and forward-looking personality are necessary for success.

Primary Areas of Responsibility/Marketing:

- Assist with the production, implementation, and monitoring of digital and hard copy marketing materials and campaigns with the user experience in mind
- Maintain content catalogue of advisory service partners
- Maintain and comply with content calendar deadlines for e-publication releases
- Formatting and posting of content to our website using WordPress
- Build relationships with various internal and external parties, including financial advisors, support staff, and outside vendors
- Update spreadsheets, databases, and inventories with statistical, financial, and non-financial information
- Evaluate data and share key performance metrics that will allow us to analyze the effectiveness of digital campaigns
- Monitor trends and provide strategic recommendations across digital channels, including web, email, social media, and paid channels
- Use of data analytics to accurately measure ROI
- Understand the values of tasks at all levels. Some tasks are administrative in nature, such as the maintenance of our hard copy library and the issuance of mass mailings

Major Areas of Responsibility/Business Development:

- Help design client materials/events that highlight BLBB, our Financial Advisors, and our service offerings
- Support of internal educational series using our onsite Café Learning Center
- Develop a strong understanding of the financial services industry, along with our investment processes and service offerings
- Help brainstorm about avenues that will increase the number of referral sources
- Assist with virtual outreach to clients and centers of influence
- Coordinate “day of” needs for conferences, webinars, and client events
- Help organize small, targeted client events

Required Knowledge, Skills, and Abilities:

- Manage multiple projects simultaneously through a CRM platform (SugarCRM) and a digital marketing platform (SugarMarket)
- Strong time management skills in a fast-paced environment
- Excellent communications skills and comfort level in sharing ideas
- Ability to manage up and lead from the bottom
- Work with a variety of personalities and work styles
- Exceptional outward-facing client service skills as a firm representative
- Ability to work as part of a team, as well as independently
- Critical thinking and precise attention to detail
- Proficiency with Outlook, Excel, Word, Publisher, and PowerPoint
- Working knowledge of Word Press and Client Relationship Management Systems (CRMs)
- Knowledge of website search engine optimization (SEO) tagging
- Proper tagging and posting of marketing collateral to the firm website
- Comfort level with all forms of digital media – LinkedIn especially
- Position requires a high level of confidentiality

Education and Experience:

- Minimum of two years in a Marketing or Business Development support role, ideally within financial services
- Undergraduate degree in Marketing or equivalent industry experience
- Proficiency in all modes of social media

Benefits:

- Company paid individual health insurance, company-subsidized family health insurance
- Company funded Health Savings Account
- 401(k) and Cash Balance plans with 10% employer contribution
- Long Term Disability and Life Insurance
- Paid Time Off
- Charitable Gift Matching and Volunteer Incentive programs
- Collaborative and supportive corporate culture

- Onsite, employee-paid weekly exercise class available

About BLB&B Advisors, LLC Founded in 1964, we are an independent, employee-owned, multi-custodial financial advisory firm providing fiduciary advice, planning, and investment management services to individuals and families, nonprofits, and businesses. BLB&B Advisors works with more than 1,100 clients in more than 40 states and five countries and manages approximately \$1.9 billion. The firm has been named to the Financial Times list of Top 300 RIA firms in the country for the past four years in a row.

We work closely with our clients to help them navigate all aspects of their financial lives. Financial planning is used to develop appropriate investment objectives which lead to the construction and management of client portfolios. BLB&B Advisors uses individual stocks, individual bonds, and Exchange Traded Funds as the basis of portfolio construction.

For more information, visit www.BLBB.com.

Apply with resume and cover letter to Marketing@blbb.com