

BLB&B Advisors, LLC
Employment Opportunity

Job Details:

Title: Marketing and Business Development Coordinator

Job Type: Full Time (part time possible depending on experience level)

Job Location: Montgomeryville, PA

Reports to: Director of Brand Management

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

Position Overview:

BLBB Advisors is looking to add a key junior member to our fast-paced growing financial services marketing team. Our ideal candidate thinks strategically about the value technology provides in the delivery of high-quality educational content. This Coordinator role will include working as part of a small team in providing and implementing creative insight in telling our story. There will be an added opportunity to work with the Executive Director of BLBB Charitable, the giving arm of BLBB Advisors

Responsibilities will include higher-level design and delivery on projects that assist BLBB in enhancing brand recognition and providing an array of services to our clients. A proactive approach, creative eye 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 with advisory service partners
- Comply with content calendar deadlines for e-publication releases
- Evaluate performance metrics to measure effectiveness of digital campaigns and ROI, including website analytics
- Tag and post marketing collateral
- 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
- Monitor trends and share recommendations across all digital channels, including web, email, social media, and paid channels
- Understand the values of tasks at all levels. Some tasks may be administrative in nature

Major Areas of Responsibility/Business Development:

- Help in the delivery of materials/events that highlight and introduce audiences to BLBB, our Financial Advisors, and our service offerings
- Contribute to the creation and support of internal education series
- Open to expanding knowledge about the financial services industry, along with our investment processes and service offerings

- Participate in brainstorming sessions to increase 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 experiences

Required Knowledge, Skills, and Abilities:

- Experience with managing multiple projects simultaneously through a CRM platform (SugarCRM) and its marketing component (SugarMarket)
- High comfort level with all forms of social media, especially LinkedIn
- Strong written and verbal communication skills
- Time management skills necessary to maintain fast paced delivery of content
- Ability to manage up and lead from the bottom
- Exceptional outward-facing customer service skills
- Ability to work as part of a team, as well as independently
- Critical thinking and precise attention to detail
- Proficiency with WordPress, Publisher, PowerPoint, Excel, and Outlook
- Knowledge of website search engine optimization (SEO)
- High comfort level with all forms of digital media – including LinkedIn
- Position requires a high level of confidentiality

Education and Experience:

- One to three years in a Marketing or Business Development role, ideally within financial services
- Undergraduate degree in Marketing, Communication, Finance 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 and located in Montgomeryville, PA, 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 close to \$2 billion in assets. 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

Summer 2021