



## Director of Marketing & Communications for Investment Advisor

Athena Capital Advisors -- Lincoln, MA

**Job Title: Director of Marketing & Communications**

**Location:** Lincoln, MA

**Full/Part Time:** Full Time

**Regular/Temporary:** Regular

### Description

Athena Capital is seeking a Director of Marketing & Communications. The ideal candidate will be responsible for implementing the firm's marketing and business development activities as well as supporting client service and investment communication efforts. The role also has a great deal of interaction with the client management, compliance, reporting and research teams.

### Our Company

With approximately \$5.5 billion under management, Athena provides investment management, research and related services to ultra-high net worth families and institutions. Athena has a strong culture and seeks individuals who represent our core values of Excellence, Passion, Integrity and Caring (EPIC). For additional information on Athena, please visit [www.athenacapital.com](http://www.athenacapital.com).

### Job Duties and Responsibilities

- Proactively create, maintain and update all core business development presentations and other marketing documents
- Participate in preparation of RFPs, DDQs, and media-related surveys and questionnaires
- Provide support to senior leadership on all aspects of business development
- Manage the prospect-to-client process, including responding to questions and sending out materials as needed
- Coordinate client relationship outreach and communication efforts to existing clients (and internal staff)
- Plan and maintain 12+ month forward calendar to appropriately stagger and schedule all modes of outreach
- Allocate budget and resources to highest and best use toward team goals and objectives
- Assist investment staff in preparation and execution of publishing thought leadership pieces including white papers, blog posts and other formats
- Coordinate updates and regular enhancements to the Athena website
- Manage and expand prospect list as well as execute targeted outreach
- Manage, promote and enhance Athena's brand
- Develop and maintain thorough knowledge of peer and competitor landscape
- Daily interaction with third party public relations firm on media placements
- Plan events for clients and prospects offices as needed
- Familiarity with conducting analytic reports on website traffic, etc. with Google Analytics as well as search engine optimization
- Partner with and mentor Marketing Analyst on executing all of the above
- Occasional travel possible



### Qualifications

- Minimum of 5 years of experience; at least 3 years at an investment firm required
- Experience editing, formatting and writing publications, including RFP responses, strongly desired
- Proficiency with Microsoft PowerPoint and Excel required
- Proficiency with Adobe Creative Suite (InDesign) and Constant Contact strongly desired
- Knowledge of WordPress helpful
- Graphic design and web design experience preferred
- Willingness to assist in all areas of a growing business as needed
- Bachelor's degree required

*Athena Capital Advisors LLC is an equal opportunity employer and affords equal opportunity to all applicants for all positions without regard to race, color, religion, gender, national origin, age, disability, veteran status, sexual orientation or any other status protected under local, state or federal laws. Successful candidates must be able to work in the U.S. Nothing in this job posting should be construed as an offer or guarantee of employment.*