



## MARKETING & COMMUNICATIONS ASSOCIATE FOR WESTLAKE SECURITIES

We are looking for a dependable, service-oriented Marketing & Communications Associate with excellent communications, time-management, and organizational skills.

This is a multi-faceted role in which you'd be responsible for content creation (blogs, articles, company news), website content publication/layout, social media posting, event coordination, project management, document layout, and management and monitoring of content and communications across multiple channels. You will also have the opportunity to work across many different industries and companies at a time.

You will also assist with (and have the chance to learn more about) search engine marketing, programmatic digital display advertising, social media marketing (particularly LinkedIn) and other organic/paid marketing channels.

### **Job Purpose/Summary**

As the Marketing & Communications Associate, you will work closely with the rest of Westlake's marketing team as you work to support the growth of Westlake Securities, and the clients we serve.

### **Who Should Apply?**

In this role, you'll need to be highly self-driven and also comfortable taking direction from senior members of the team, while also working autonomously on the projects that you own. We operate with a great deal of flexibility, but also expect high-performance.

You should apply if you are someone who thrives in ever-changing environments and are comfortable in situations where you may not have the answers to a solution and have to research/learn a bit to determine the right course of action.

### **Key Responsibilities Include:**

- Supporting senior team members to execute marketing tactics on behalf of Westlake and the clients we serve.
- Assisting with the creation and implementation of content calendars, blog articles, social media content.
- Creating, placing, monitoring and managing digital and social media across all channels.
- Compiling data and results into weekly/biweekly performance reports.
- Updating/maintaining content and graphics for websites (using WordPress or other CMS).
- Email Marketing Campaigns (writing, creating, implementing, list maintenance).
- Assist with the creation of PPT presentations, brochures, thought-leadership articles, etc.
- Taking detailed notes of client meetings and building action plans based on what is learned

### **Requirements/Qualifications:**

- 3-5 years in marketing, content creation and/or MarCom

- Understanding of both the B2B and B2C business environments
- Superior writing skills and ability to create both short- and long-form content from scratch or from source data
- Ability to conduct thorough, independent research
- Ability to take direction, then work independently, managing a varied workload and handling multiple projects simultaneously

**Additional Preferred Qualifications:**

- Proficient in WordPress or other website content management systems
- Knowledge of analytics tools and reporting
- Experience with email management tools (Constant Contact, HubSpot, etc.)
- Highly detail oriented with strong work ethic and organizational behavior
- Excellent verbal and written communication skills

Location: Austin area