

Marketing Associate

Gasaway Investment Advisors

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About Our Firm

Gasaway Investment Advisors is a client-centered, community-focused wealth management firm committed to delivering approachable knowledge and personalized financial guidance. Marketing plays a critical role in how we serve. Our communications are education-forward, relationship-driven, and rooted in clarity. We value thoughtful execution, continuous improvement, and a strong brand presence.

We are a collaborative team that believes in ownership, accountability, and growing together. This role is an opportunity to contribute meaningfully to a firm that values both performance and people.

About The Role

Reporting to the Director of Marketing, we are seeking a Marketing Associate to support execution, coordination, and performance optimization across digital marketing, content creation, paid media support, website management, video planning, competitive research, events, and client appreciation initiatives.

The Marketing Associate is responsible for channel ownership, collaborative build support, execution excellence, competitive awareness, and data-driven performance improvement. This is a hands-on, cross-functional role based in-office at our firm's location, where we believe collaboration, creative planning, and close partnership with leadership and advisors are essential to driving growth and delivering exceptional client experiences.

The Marketing Associate's workspace will be located in our reception area, serving as the first point of contact for clients and visitors. In this role, you will maintain a welcoming, organized front office environment, greet guests with professionalism and warmth, and foster a friendly, positive atmosphere that reflects our company's values and commitment to exceptional service.

Position Overview

This position executes and assists in optimizing core marketing channels to drive measurable growth. These channels include (but are not limited to) social media, blog and long-form content, paid media campaigns, and website management with an emphasis on expanding SEO visibility and lead generation.

The Marketing Associate collaborates with marketing and advisory teams on Wealth Management lifecycle initiatives and advisor prospect drip execution, while providing support where needed for email marketing efforts. In addition, the role assists in the coordination of video planning and production, supports event marketing and client appreciation initiatives, and develops marketing collateral such as brochures, fliers, and presentations.

In addition, this role contributes to content planning across assigned channels, conducts competitive research to inform growth opportunities, drafts creative briefs for marketing initiatives, and analyzes performance data to deliver actionable recommendations that strengthen performance and support continuous improvement.

As this individual's workspace is located in the reception area, key administrative responsibilities will include greeting clients and guests, promptly notifying staff members of arrivals, and maintaining the beverage center by ensuring it remains clean, organized, and fully stocked at all times.

Core Responsibilities

Channel Content Planning & Strategic Contribution

- Contribute to monthly and quarterly content planning and campaign development

- Recommend campaign themes and content directions based on performance data
- Identify SEO-driven blog opportunities and topic clusters
- Propose social and advisor visibility content angles
- Recommend cadence, format, and timing adjustments
- Ensure alignment across channels

Social Media & Advisor Visibility

- Develop and manage firm-wide social media calendar
- Create platform-specific content
- Execute advisor LinkedIn visibility plans and draft content where necessary
- Ensure all content aligns with brand voice and quarterly content themes
- Monitor engagement and refine tactics

Website, Content, & SEO Growth

- Own blog writing and publishing cadence while aligning topics to assigned themes
- Conduct keyword research and optimize blog, landing pages, and website content to enhance SEO and expand search visibility
- Manage website updates, landing page builds, and content revisions
- Identify content gaps and organic growth opportunities
- Monitor rankings, site performance, user experience, and recommend improvements to strengthen visibility and conversion

Paid Media Campaign Support

- Support campaign builds and updates across Google, Microsoft Meta, and LinkedIn
- Assist with tracking pixels and conversion event setup for targeting and reporting
- Monitor campaign performance and provide structured insights to inform bid and pacing decisions
- Support creative development and placement testing efforts as needed

Competitive Insights, Analytics, & Continuous Improvement

- Actively monitor competitor activity, messaging trends, and emerging industry themes
- Track performance across assigned marketing channels
- Identify growth opportunities, funnel friction, and areas for optimization
- Assist in maintenance of CRM data accuracy and campaign tracking integrity
- Provide summarized insights and data-informed recommendations to support team decision-making

Brand, Content, & Campaign Support

- Support client and prospect nurture initiatives and advisor prospect drip execution
- Assist with email campaign builds, automation updates, and CRM data accuracy
- Develop brochures, fliers, presentation decks, and campaign materials as assigned
- Draft creative briefs for print, video, or select advertising initiatives
- Edit and proofread marketing materials to ensure clarity and consistency
- Maintain brand alignment across digital and print assets
- Assist with periodic content audits and assigned brand maintenance activities

Events, Client Engagement & Experience Support

- Create promotional content across assigned channels to support firm events and seminars
- Assist with tracking registrations and managing related communications

- Assist with coordination of executional logistics including food, technology, materials, supplies, and event setup and cleanup
- Develop event-related content as assigned and support post-event performance analysis
- Own and execute the firm's client appreciation initiatives beyond formal events, including gifting programs, greeting cards, small acts of gratitude, and other relationship-building touchpoints

Front Desk

- Greet clients or guests with professionalism
- Inform staff members of the arrival of appointments, drop-ins, or prospects
- Maintain the lobby area to ensure its clean and tidy
- Ensure the upkeep of our beverage center with fully stocked beverages and supplies
- Monitor inventory levels and make and update the ordering list as needed
- Prompt staff to update the supply list with any additional items and place a monthly order for the firm

Required Qualifications

- 3–5 years of marketing experience
- Experience managing social, blog, and digital campaigns
- Hands-on paid ad platform experience
- Strong SEO and keyword research knowledge
- Experience managing website content
- Familiarity with CRM and marketing automation systems
- Strong analytical and organizational skills
- Ability to operate within defined strategic leadership while collaborating effectively across teams
- Strong communication skills, both written and verbal
- Ability to show discretion and maintain confidentiality
- Financial industry experience preferred, but not required

Measures of Success

- Growth in organic search visibility
- Increased engagement across social media, video, and email channels
- Successful event execution and participation
- High-quality, on-brand collateral
- Clear competitive insights and informed recommendations
- Data-backed optimization improvements
- Accuracy and efficiency in completing assigned responsibilities and tasks
- Achievement of goals set by the organization

Compensation

Marketing Assistants are predominately compensated through salaries, with incentive compensation based on how they met their individual goals as mutually agreed upon by the firm.

*Note: Our firm offers a large-scale of alternative career growth opportunities available to individuals within our firm. We encourage our team members to work closely with their immediate supervisor to understand all areas of opportunities and the necessary credentials required. Individual business experience will be taken into consideration for each position.